MAY 27 1978

CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

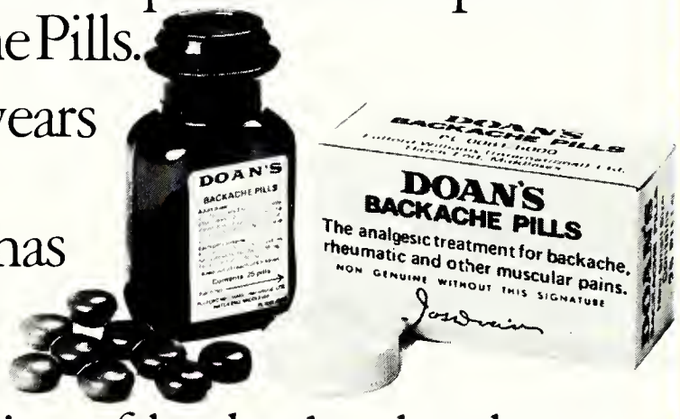
How can Britain ever work flat out?

Backache in Britain is rife.

So how can British industry expect to surge forward with countless workers flat on their backs?

Yet relief can be quick and simple with Doan's Backache Pills.

For fifty years this tried and tested formula has spelt quick and sustained relief from the miseries of backache, lumbago, fibrositis and muscular rheumatism.



So help get the nation back to work with Doan's Backache Pills.

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BACKACHE PILLS
A Fulford Williams Product

Fulford Williams (International) Limited,
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Dr Booth and Jill Gilbert on Council

Further 'no' to arbitration

Assurance on Society's publicity

BRM seeks guidance on use of titles

Commission's verdict on OTC medicines

SPECIAL ANNOUNCEMENT

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a new concept in toiletries for all the family

from **Dana**

Herbissimo by Dana now from **Dendron**

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CHEMIST & DRUGGIST

Incorporating Retail Chemist
27 May 1978
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COMMENT

OTC medicines

After eight months investigation, the Price Commission has produced its much-awaited report on prices, costs and margins in the production and distribution of proprietary medicines (p848)—but has the taxpayer got value for money? Frankly, we suspect that the statistics presented in the report will be of more value to the industry itself (many of them gathered by member companies and the trade association as evidence for the Price Commission) than will its conclusions and recommendations be to the consumer of proprietary medicines.

In fact it is difficult to find a valid basis for the recommendations, since the report itself carries powerful arguments which can be used against them. Even the main conclusions were surely self-evident. For example, it should be expected that five leading brands studied "are making a contribution to overheads and profit as a percentage of sales which is substantially in excess of the average contribution for proprietary medicines generally" Isn't that what averages are all about—some above the median and some below? And in the OTC medicines business, it is the big-seller that in effect subsidises the products in the smaller market sectors, and which ensures the continuing availability of a choice of brands for a wide variety of minor ailments.

The report recognises this fact, accepts that advertising and inter-brand competition actually help keep prices down (prices of generics have increased more rapidly), and admits that the ultimate effect of reducing advertising must be "speculative"—there is even a list of potential harmful effects. But still the claim is made that advertising expenditure on certain products—those that ensure the viability of the whole industry remember—is excessive. Clearly the pharmaceutical profession would welcome the greater opportunity to advise the public that *might* ensue from a reduction in advertising, but this is a separate issue and any change should be based on greater public respect for medicines, not on the apparent "profit contribution" of a few top brands.

In the context of consumer education, the report concludes that it would be in the interests of the consumer if competition were furthered by more information about unbranded products being made available. But made available by whom? Not by the generic manufacturers, because their price is low partly because they bear no promotional costs. Certainly not by the brand manufacturers, since it is they who are expected to cut back on advertising and accept the "speculative" consequences. Perhaps by the government—in other words, transfer to the general taxpayer the cost of a continuous education campaign about home remedies and their use. The pharmacy is the obvious source of this information, and Government money is now being used to point the public in this direction, but it would take a major change in distribution policy for OTC medicines before every purchase could be made the subject of such advice.

The report has not looked too closely at resale price maintenance, but with a curious amalgamation of facts it announces: "Pharmacies, selling goods for which there is RPM, have experienced a lower rate of decline than independent shops generally." Clearly the writers of the report have got themselves into an area that they have failed to understand. They have tried to reduce too many intangible factors to terms within the comprehension of accountants and statisticians and have come up with a woolly document that is unlikely to benefit anyone. But read in the wrong way by the industry's political opponents, the report could damage exports, employment and, above all, consumer confidence in branded medicines and those who make and supply them.

That's Life

Market research is expensive, so we must have some sympathy with the Pharmaceutical Society in that the survey of its journal's readership carried out in January has been largely invalidated by *C&D*'s takeover of *Retail Chemist* from March 1. Indeed, we would have found it unnecessary to comment on the survey, had not the *PJ* chosen to do so itself last week—or even had it published the full survey.

But *PJ* readers are given only small doses of the medicine. They are told, for example, only that *Retail Chemist* "has since ceased publication"—not that it has been absorbed into *C&D*, that *C&D* now has a paid circulation in excess of 17,000 and that we have added the strength of a number of *RC* contributors to *C&D*'s own.

The Editor of *PJ* also quotes a survey finding that 92 per cent of those questioned had read *PJ* in the previous seven days compared with only 60 per cent for *C&D*. He omits that the survey found that *C&D* was not even received by 31 per cent of the sample (a figure we might have challenged anyway, but totally nullified by our acquisition of *RC*).

The survey asked opinions on "best coverage" between the three papers and for seven of the ten topics chosen *PJ* led on the replies (again, with the questions structured on a more in-depth basis we suspect answers of a different kind might have resulted). But for the three areas that *C&D* claims eminence we came out on top, and in fact are pleased to quote the survey figures (percentages):

	PJ	*C&D*	*RC*
Business matters	44	46	31
Over-the-counter medicines	23	66	33
Price changes	9	73	42

We are delighted to learn that 73 per cent of the sample believed *C&D* gave the best price service though only 69 per cent received it! We believe that it would be appropriate to add *RC* preferences to those for *C&D* in these "commercial" areas, but even without that the *C&D*'s business, toiletries, OTC medicines, etc, advertisers can see that our platform is the right one for them. This has also been confirmed by other independent research.

A curiously hypothetical question asked was which publication would be chosen if only one were available. In view of its professional position, the finding of only 67 per cent for *PJ* should be disturbing for the Society. Had the survey asked whether respondents would like to run their businesses with *PJ* rather than a commercial publication, we suspect the answers might even have been rude!

We thank the Society for confirmation of what we already knew and offer our condolences on buying research that did not quite come off. In fact all research has an element of asking the right questions to get the right answers. As the BBC1 "That's Life" team say of all their "records":—" . . . unless of course, *you* know different!" Frankly, we think we, our subscribers and our advertisers do "know different".

Yet another 'no' on arbitration

Mr David Ennals, Secretary for Social Services, has again refused arbitration on chemists' remuneration. In a reply to Pharmaceutical Services Negotiating Committee chairman, Mr R. Worby, he again asks the grounds on which PSNC finds certain arguments unacceptable. Mr Worby wrote to Mr Ennals on April 10 explaining why PSNC found unacceptable the Government's case against the claim for an increase in profit margin (*C&D*, April 15, p570).

Further 'explanation' sought

The arguments for which Mr Ennals requires further explanation of rejection from PSNC are: —

"The Review Board formula is not directly relevant to chemists' remuneration and the increases in recent years in rates paid to contractors (which you have cited in support of your claim) have reflected the fact that the real value of their profit, calculated as a return on the historic cost of capital employed, was being continually eroded as a result of high rates of inflation. The same conditions are not, however, applicable to chemists, whose capital is assessed effectively at current rates, so that profit is maintained without a change in the percentage return. (Incidentally it is not true, as you claim, that Review Board contractors have received increases in their rates of return just to enable them to maintain stocks)".

"If the current Review Board formula of 20 per cent were adjusted to take account of continuous revaluation of the capital employed by the contractors concerned (as is done in the case of pharmacists), the percentage return would be well below the 16 per cent payable to retail pharmacists".

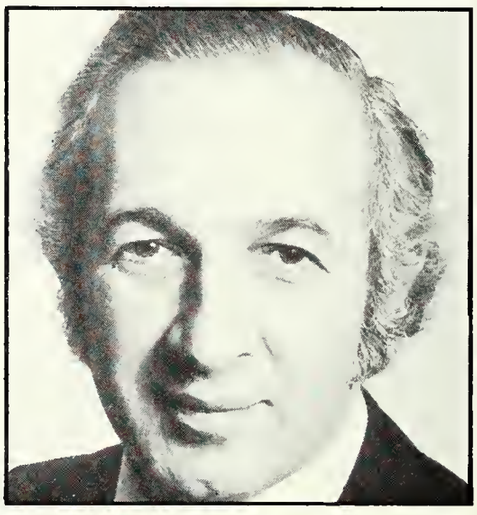
"Since the return on investment in property, reimbursement of rent and payments in respect of depreciation are items which are covered elsewhere in the NHS remuneration system and are entirely unconnected with the assessment of capital employed or the return on it, Coopers and Lyebrand were working on erroneous assumptions in formulating the 26 per cent claim on your behalf".

"To provide public funds as the source of investment in private NHS businesses, when a contractor's capital can be withdrawn by him at any time, would raise fundamental questions about the present contractual relationship between the Government and retail pharmacists. If public funds were to be provided for the purpose of investment, the Government would need to give serious consideration to controls on how and where those funds were deployed."

Mr Ennals reiterates his opinion that PSNC has not substantiated the claim that the profit margin is inadequate. He says: "Chemists are independent contractors who can set up where and when they please and whose NHS dispensing is only part of their activities; the 16 per cent return on capital is simply a recognition of the fact that contractors as free entrepreneurs choose to invest some of their capital in NHS dispensing."

He continues that Mr Worby asserts the valuation of capital employed from mid-1975 was rebased on an artificially low level so it would be equally fair to infer that before 1975 it was based on an artificially high level because the average stockholding period had been based on untested assumptions.

By Tuesday there were 268 signatures on the Parliamentary motion calling for increased remuneration for chemists and 17 MPs had signed the motion calling for remuneration for a collection and delivery service in England and Wales. Pharmacists requesting more petition forms from PSNC had totalled 1,292 and one had reclaimed 1,400 signatures and was "still going strong".



David Sharpe to lead PSNC

Mr David Sharpe was elected chairman of PSNC on Wednesday, replacing Bob Worby. Details of the reasons were not available as *C&D* went to press.

Two new faces on Society's Council

Mrs Jill Gilbert and Dr T. G. Booth have been elected to the Pharmaceutical Society's Council for the first time. Dr Booth is senior lecturer, pharmacy practice research unit, school of studies in pharmacy, Bradford University, and a former proprietor pharmacist. Mrs Jill Gilbert is a proprietor pharmacist. Less than a third of the electorate voted.

The elected candidates in alphabetical order (no voting figures are available yet) are:

A. H. Beckett
J. C. Bloomfield
T. G. Booth
Jill Gilbert
Joyce Gilbert
W. H. Howarth
G. W. Walker

Not elected: D. W. Carrington, N. A. Datoo, D. R. Evans, J. H. S. Foster, S. E. Fullerton, M. Gordon, Enid Lucas-Smith, D. H. Maddock, L. Priest. No existing Council members lost their seats—Dr Booth and Mrs Gilbert replace Mr N. Baumber and Mr A. Howells who did not seek re-election.

Voting papers issued numbered 31,132; 9,886 were returned of which 101 were disallowed as invalid.

There was one change in the election for auditors, Mr A. Aldington replacing Mr A. H. Briggs. Elected were A. Aldington, E. A. Brocklehurst, K. Brooke, Sir John Hanbury, Sir Harry Jephcott. The auditors election attracted 8,075 voting papers of which 56 were invalid.

Close vote on STV

Just over half of those who voted on whether the single transferable vote system should continue, were against it. Of the 8,598 papers returned, 11 were disallowed; 4,170 were in favour of STV but 4,417 wished to revert to the previous system.

Council undertook to review STV after three years and to consult the membership before making any decision, although it would not necessarily be bound by the results of a referendum.

Rare drug jar sold for £1,800

A rare drug jar was sold for £1,800 (plus 10 per cent) at Sotheby's last week. The London delft "Cherub" jar was from the same set as U Rub Desic, sold at Christie's two years ago for £1,300 and was illustrated in colour by Agnes Lothian (now Short) in "Cherub designs an English delft apothecary ware" (*C&D*, June 30, 1956). Dated 1723, the 6⅞in jar was decorated in iron red green and blue inscribed in red "Conf Alkerm" above the initials "IP". An unusual and rare Lambeth delft bleeding bowl painted with alternate manganese and blue splashes sold for £820 plus premium. It had a fluted triangular handle pierced with a heart-shaped aperture and a diameter of 6¼in. Two ordinary blue and white "Cherub" drug jars "C Prun Syl" and "O/Sambucin" sold for £190 each. An "Angel" drug jar painted in dark blue, C1700, labelled "C Cort Auran" fetched £240.

European unit dose drugs market to double by 1987

The European market for pharmaceuticals packaged in unit doses, which was "overstocked in 1975 and undersupplied in 1976," reached $500m last year and is projected to increase to $1.3 billion by 1987, according to a study by market research specialists Frost & Sullivan Inc, New York. The 329-page study points out that hospitals in Europe have been much slower to implement unit dose systems than have institutions in North America; nevertheless, the trend to unit dose dispensing is picking up, though growth rates will vary from country to country.

In the UK it is expected to rise from £28m in 1977 to £168m in 1987, in Germany from DM400m to DM820m, in France from Fr 621m to 1,260m, in Italy from L38m to L93m, and in other European countries from £168m to £350m.

Phenytoin affects dexamethasone dose

An interaction between phenytoin and dexamethasone producing accelerated metabolism of the steroid is reported in last week's *Lancet*. Three times a change from oral to intramuscular dexamethasone, given to control cerebal oedema, improved the patient's condition and twice reverting to oral therapy resulted in relapse. The authors report three other patients with a similar pattern. They suggest adjustment of dexamethasone dosage or change of epileptic drug.

Apologies over BASIS launch

Mr Gavin Strang MP, Parliamentary Secretary at the Ministry of Agriculture, Fisheries and Food, has apologised to the Pharmaceutical Society that it was not consulted about BASIS, a new scheme launched recently to control distribution of crop protection products (*C&D*, March 25, p738).

Mr Strang told the Society's representatives last week that he hoped negotiations with the BASIS organisers would continue and lead to a "satisfactory conclusion," allowing pharmacists to be exempt from licensing while still upholding the scheme's aim to achieve high standards in distribution.

Gunman holds up pharmacist

A 66 year old pharmacist, Mr Gilbert Chambers of Union St, Halifax, was held up by a man with a gun recently. The man demanded the till money, about £40, but Mr Chambers refused to hand it over and walked into the back shop saying he was going to telephone the police. When he turned round again the man had fled. The police arrived immediately after.

Prescribing by computer

The monetary costs of medical data processing can no longer be used as a barrier to further computing, according to Robert Johnson in *Personal Computer World*. Costs in terms of drug-induced diseases are only just being reckoned. Referring to thalidomide and Eraldin, he says if such poisonous effects occurred at a rate of only one in 10,000 or even one in 1,000 the individual general practitioner prescribing the drug has no chance of picking them out from the 30,000 or so symptoms seen every year.

The author suggests that by using a system called APRIL which compares patient records "electronically and infallibly" with the data on the drug about to be prescribed, no known harmful drugs would be received. The system would automatically screen for such information as adverse clinical indications and drug interactions, before the drug could be prescribed.

Solicitors relax their advertising rules

The rules governing advertising by solicitors are to be relaxed. In a Parliamentary answer Mr John Fraser, Minister for Prices and Consumer Protection, said that the proposed relaxation followed the reports of the Monopolies and Mergers Commission on advertising by solicitors in England and Wales, and in Scotland, published in July 1976.

At present local law societies are permitted to place corporate advertisements which make no mention of the names of individuals or practices. Under the new proposals the information may include their names and addresses and the type of work undertaken or not undertaken. Such advertisements may not be placed more frequently than monthly, though the possibility of greater frequency is under consideration.

Opening announcements

The Law Society also proposes that new entrants and other solicitors opening new or branch offices will no longer be prohibited from announcing the fact in the non-legal press; in future they will be able to advertise on two occasions in one or more national papers and in local papers. The Law Society is also giving consideration to increasing the number of advertisements to that to be allowed in Scotland (see below), and will encourage local law societies to advertise on behalf of their members.

The Law Society of Scotland has formulated proposals under which solicitors establishing themselves for the first time will be able to advertise the fact in the local newspaper on eight occasions over a period of two months. Solicitors opening an office, or a branch office, in a deprived or remote area will be able to advertise on eight occasions with the possibility of further advertising at the Law Society of Scotland's discretion. Finally, if a firm changes address or telephone number or there is an amalgamation or dissolution of a firm, or the opening of a branch office, the firm will be able to advertise these facts in the Press on two occasions.

Mr Fraser said that the Government welcomed these proposals, which went some way towards meeting the Monopolies and Mergers Commission's criticism of the present rules. However, it was regretted that the proposals did not meet in full the recommendation of the Monopolies and Mergers Commission that subject to certain safeguards individual solicitors should be able to use such publicity as they might think fit.

The two Royal Commissions on Legal Services in England and Wales and in Scotland were currently gathering evidence on many matters including the question of solicitors' advertising and, concluded Mr Fraser, "We therefore expect the Law Society and the Law Society of Scotland to give further consideration to the question of advertising initiated by individual solicitors, as recommended by the Monopolies and Mergers Commission, in the light of any relevant findings or recommendations of the Royal Commissions and of experience gained from the new arrangements."

'Shops may need licences' report

A report in last week's *Sunday Telegraph* under the headline "Shops may need licences" said that changes in the law to protect the public against sharp practices in shops were to be proposed by Mr Hattersley, Secretary for Prices and Consumer Protection. A scheme being drawn up by his department would give the Government power to require any class of business to be licensed. A Green Paper, provisionally titled a "consumers' manifesto," was planned for the summer, according to the report.

The Department of Prices told *C&D* that while consumerism and consumer legislation are constantly being reviewed in general terms by senior officials, there are no plans for the preparation of a Green Paper or any other official document on the subject.

Poisons amendment

The Poisons (Amendment) Rules 1978 (SI 1978 No 672, HM Stationery Office £0.10) amend the Poisons Rules 1978 to exempt poisons falling within the scope of the Packaging and Labelling of Dangerous Substances Regulations 1978 (*C&D*, March 11, p340) once these Regulations come into force. There are also transitional provisions to have effect before the Regulations come into force. During this period (June 26, 1978 to March 1, 1979 or to September 1, 1978 for poisons in a container of capacity 200 litres or more) if the poison complies with the obligations that the Regulations will impose, it need not also comply with the special provisions of the Poisons Rules.

Window competition date extended

The closing date for entries to the Shopex International window display competition has been extended to June 5. The theme is "Breakaway"—travel or holiday requirements, and first prize is £100 plus trophy. Entry forms are available from Shopex Window Display Competition, Westbourne Exhibitions, Crown House, Morden, Surrey SM4 5EB. The Shopex shopfittings exhibition is at the National Exhibition Centre, Birmingham, from June 11-15.

Attack on bismuth products countered

Bismuth preparations, particularly Caved-S and Roter tablets, are the latest drugs to be attacked by the *Sunday Times* medical correspondent, Oliver Gillie. He says "Drugs that were identified three years ago as the cause of serious nerve disease in Australia, France and Switzerland, are still being taken as treatment for stomach ulcers and indigestion by thousands of people in Britain".

Despite health hazard warnings from all three countries the Committee on Safety of Medicines has taken no action —indeed not even discussed the subject. The CSM told *C&D* that bismuth compounds have never been considered because there have been no reports of adverse effects on the nervous system.

Mr Gillie, recent winner of a Press award for his campaigns, says some colostomy patients in Australia had experienced difficulty in moving limbs, loss of memory, disturbance of vision and hearing and tremors degenerating into acute brain syndrome. All had taken bismuth compounds to regulate bowel movements. Australian authorities withdrew certain preparations in 1974 and put others on prescription only. French investigations revealed 294 cases and 16 deaths. In March, 1977, the French government issued an order that bismuth drugs should not be taken for more than 15 days in any month, he reports.

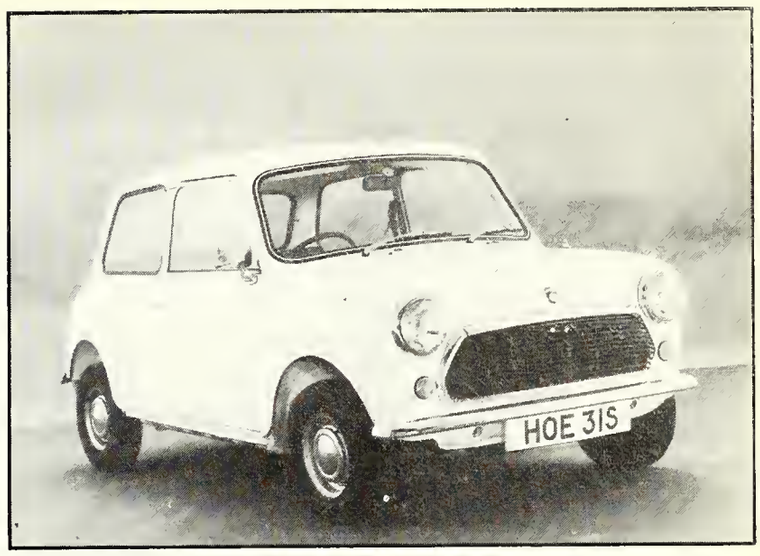
On British drugs, Mr Gillie says several are available over the counter, the most popular being Roter. Caved-S also sells millions of tablets but contains less bismuth. Although the dosages of bismuth recommended in Britain are lower than in France they still represent up to half the dose known to produce serious side effects. "British chemists are free to make up their own bismuth medicines to be taken at higher doses. These are still being recommended in the current issue of Martindale's Pharmacopoeia—the chemist' bible".

Kidney damage can result from even relatively low doses, he suggests and says De-nol warns against the possibility but is considered safer than other preparations because "the bismuth is in a form less likely to enter the blood". Roter and Caved-S carry no warning of these or other side effects in the data sheets, he says.

A spokesman for Tillots Laboratories, responsible for Caved-S, felt Mr Gillie had distorted the situation. Caved-S contained 100mg of bismuth subnitrate whereas the reports of side effects involved tablespoons of bismuth daily in patients with abnormal absorption from diseased colons. In 30 years there had never been reports of side effects with Caved-S and toxicity studies had failed to establish an LD 50. The product was sold mainly on prescription.

A spokesman for FAIR Laboratories Ltd said the Australian and French studies referred to tannate and subgallate salts of bismuth not subnitrate.

BRITAIN'S FAVOURITE 'BABY' COULD BE YOURS!



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Because we're telling your customers all about Redelan in a major consumer campaign in women's magazines, with special emphasis on slimming.

Because Redelan is the simple answer to daily vitamin intake all year round (45% of vitamin sales are outside winter months).

And because it's selling out in many places where it is stocked and displayed.

All in all we expect to be making a lot of sales to slimmers this summer. So don't miss out. Redelan multi-vitamin health drink. It figures.

Recommended daily dose: adults, 1 tablet; children between 5 and 12 years of age, ½ tablet.
(Available only through registered pharmacies).

ROCHE **Redelan**

ALL THE VITAL VITAMINS EVERY BODY NEEDS.

Roche Products Limited, PO Box 2LE, 15 Manchester Square, London W1A 2LE. J558019/678. Product Licence No. PL0031/0114. Redelan is a trade mark.

PEOPLE

Mr Len Atkins, financial director of Wyeth Laboratories, has retired after 43 years' service with the group. He began his career as a clerk in the accounts department of the International Chemical Co Ltd in May 1935.

Mr Geoff White, MPS, is to retire from the board of Unichem Ltd. He is already twelve months past normal retiring age, but had agreed to remain with the organisation for two additional years, the last one of which will be off the board. Mr White has been with Unichem for 26 years.

Deaths

Macdonald: On May 21, Professor A. D. Macdonald, former member of the British Pharmacopoeia Commission, and dean of Manchester University medical school 1938-43. He was professor of pharmacology from 1935-64 and in 1950 he was appointed a Privy Council nominee to the Pharmaceutical Society's Council.

Cloud: On May 17, Mr W. H. Cloud, Wanstead Park Road, Ilford, Essex. He qualified in 1911. *Mr O. Wombwell writes*: "Mr Cloud's death is a great loss for all in the Pharmaceutical Society's East Metropolitan Branch. He started in business in Longbridge Road, Barking, in 1919 and from then until his retirement was always very active in the affairs of the branch and the West Ham Pharmacists Association. He and the late Mr J. Reed were the main factors in keeping the two organisations alive during the "depressed 30s" and the dark days of the last war (during which he served with the Civil Defence as a gas identification officer). He had held every office in both organisations and will be remembered particularly for the enthusiasm he inspired in us all to raise funds for Birdsgrove House. As a keen Rotarian he also took a special interest in the Abbeyfield scheme for housing elderly professional people. Mr Cloud was always ready and willing to help anyone and his kindly presence will be missed greatly. Our sympathies go to his pharmacist daughter Joan, his son Harold and his grandchildren."

News in brief

☐ Squibb Corporation have developed a new antihypertensive, Captopril, which is undergoing clinical trials.

☐ Container allowances for dispensing doctors in Scotland have been increased to 2.8p per prescription from March 1.

☐ The retail price index for April was 194.6 (January 1974=100) representing an increase of 1.5 per cent on March (191.8) and 7.9 per cent on April 1977.

☐ The average cost of keeping a salesman on the road was £12,000 for 1977 according to a survey by Sales Force Ltd and the *Financial Times*. The costs in 1976 were £10,443.

TOPICAL REFLECTIONS

by Xrayser

How to suck eggs

Amusing to have my lighthearted article on post-Budget deliveries (of seasonal goods) taken by Mr Cox of Ferryman's as an opportunity for pointing a moral lesson of how not to run a business in 1978. Come on Mr Cox, what do you take us for? Every retailer will agree with Mr A. J. Cutner who kindly defended me by pointing out that there is a good case for cutting out speculative purchases after Christmas.

Talking of Cox reminds me that Cox of Brighton have discontinued Entroquin. A pity as it was a useful product which many found worth selling, while those who originally established it as a nostrum are doubly hurt. I can't see why it should not have been reformulated without the offending ingredient, as an alternative to Mist Kaolin and Morph or Diocalm. We don't have much choice now do we? All of which raises the fundamental question of how we are used, or in my view how we are *not* used. Pharmacy at the moment reminds me of the sleeping Beauty. Here we are, fast asleep in our sumptuous palace, overgrown with a choking impenetrable bramble, awaiting the arrival of a handsome prince to cut his way through the thicket and give us the kiss which will bring us back to life. I am not entirely sure that we haven't already had our kiss and that from the most unlikely of princes, Prince Ennals. For if a kiss can wake a girl from a hundred year sleep, think of what a slap in the face could do! Once awake we face a lifetime's work in clearing the brambles so that the full stature of our palace can be seen.

Lucky old Revlon stockists

Er . . . Hello chaps. I don't know what all this fuss is about a few shampoos going into Sainsbury's . . . or Tesco's. It's not as if we were putting the whole range in . . . yet. Well not until we see how it goes and what other items they would like and what terms we can do. You have nothing to worry about . . . really. Sainsbury's don't actually want all your exclusive lipsticks, or nail polishes or make up or eye stuff or glimmers or glossers. No, they will take only one or two fast-selling lines, I promise you. What's that? Fed up and depressed? . . . Don't be like that fellows . . . When I feel low I always try singing. Eh? You don't want to sing? Yes you do, come along now, all together . . . "Charlie is my darling, my darling, my darling, Charlieeee . . ."

Five-ml spoons

Some time ago I wrote criticising that shoddy article we have to give away with liquid medicines, criticising the nonsense of the unnecessary dilution of infant mixtures it entails, and suggesting we could easily have done better than that. My thanks to the *C&D* subscriber who sent the Editor an interesting example from Canada of what can be produced. It is a well made polythene plastic cylinder about 2 in. long, graduated in $\frac{1}{4}$, $\frac{1}{2}$, and $\frac{3}{4}$ teaspoonfuls etc, with a rather angular spoon moulded on one side of the top. It is quite narrow and so gives wide spaces between the graduations. I tried it with various mixtures and found it fine for light liquids, but not being tapered and having a narrow neck partly obstructed by the spoon it was hard to get the lip of a bottle properly on the edge of the hollow handle which is the measuring cylinder, so that it was difficult with syrups to control the fill, and impossible with blobby fluids like Dorbanex: Useful though for a manufacturer's specific product.

Price Commission on proprietary medicines

Warning on profits of six products

The Price Commission has found that five leading OTC medicines are making a contribution to overheads and profits well above the average for proprietary medicines generally.

The Commission has warned the makers of Anadin, Disprin, Milk of Magnesia liquid and tablets, Rennie, and Beechams powders and related products, that future price increases in these products will be "scrutinised carefully" and the companies may be subjected to a three month investigation under the Price Commission Act 1977. Annual UK sales of these products are over £1 million. Sales of four of them represented 20-30 per cent of the total sales of proprietary medicines made by the company, with the proportion much higher in the fifth.

Optrex eye lotions were found to sell at about five times the cost of manufacture and the Commission feels the prices should not be increased again before March 1, 1979.

These are the main conclusions of the "Price Commission Sectoral Examinations Report no 4. Prices, costs and margins in the production and distribution of proprietary non-ethical medicines" (HC469, HM Stationery Office, £1.35), published last week. The report also found that for a number of well-established products, advertising expenditure was as much as 25 per cent of sales revenue: "While we accept the need for successful products to recompense the expense of product development and to assist in innovation and the launch of new products we nevertheless are disturbed by the extent to which this gives rise to high margins."

A section on retailing draws attention to the problems of retail pharmacy and acknowledges the value of the pharmacist's role in advising on medicines.

PAGB view

Mr John Wells, director of the Proprietary Association of Great Britain, says "The report confirms what PAGB already knew: that the industry successfully provides a wide variety of high quality products at low price, and that there is extensive choice and vigorous competition in terms of brands and product differentiation. The crucial point is that the products singled out as making high profits actually sell at around the same price as their competitors. Their success stems from their efficiency and their achievement of high volume sales: yet the report simultaneously congratulates and criticises them for their success."

"One important question remains unanswered. Does the Government want British industry to be successful, and is it prepared to acknowledge that there is a direct relation between efficiency and profits?"

The report examines the costs, prices and margins of proprietary non-ethical medicines and standard preparations (or generic drugs) also available over the counter. The inquiry focused on about 100 products, within four subgroups which account for two-thirds of sales—analgesics, cough and cold remedies, digestive and laxative preparations, vitamins and tonics. A special study was also made of some representative eye products. 36 manufacturers helped in the examination. Extracts from the report appear below:

It is estimated that the advertised brands account for some 12 per cent of the sales including exports by UK manufacturers of pharmaceuticals which exceed £1,000 million a year at manufacturers' prices. Although sales of pharmaceuticals are growing those of advertised brands have in total been static over the past three years.

The Commission's terms of reference excluded study of unadvertised brands sold over the counter and this omission has presented a considerable handicap to assessment of proprietary medicines. Estimated OTC sales at manufacturers' selling prices in 1977 were £77m for advertised brands and £3m for unbranded products—largely analgesics. In order not to disclose data on Boots, figures for Boots' generic and own brand products have been included under "advertised brands" although they are not advertised individually to the public.

Expenditure on all OTC medicines including "ethicals" is estimated at £11 per family in 1977. The export position is favourable and capable of growth.

Products for self-medication have a low price sensitivity: brand loyalty is high and customers are loath to experiment. The smallness of sales of unbranded products may be due to lack of knowledge about them or a reflection of differing public perceptions of their suitability. It would be in the interests of the consumer for competition to be furthered by more information about unbranded products being available.

Within each self-medication sector market segmentation is strong and in each sub-market a strong position is held by a handful of firms, of which characteristically four or five share two-thirds of the business. Enduring high market shares mean price competition is replaced by competitive advertising, so the Commission looked especially closely at margins. The costs of the Medicines Act requirements together with the cost of advertising mean that the market is now the domain of big companies.

The proprietary medicines business is not research-orientated to the same extent as with "ethical" medicines although large sums are used on product improvement. These funds are often derived from the substantial contributions earned on mature and successful products.

Annual UK sales of advertised brands and own brands of analgesics are estimated to be £20 million but substantial sales are also made of unbranded products and unadvertised brands. Advertising costs can equal the direct cost of manufacture and are often 25 per cent of sales revenue. The market for cough and cold remedies is complex and one in which sales fluctuate but is estimated to have been worth £14m to manufacturers in 1977-78. Of this sum the leading manufacturer accounted for 40 per cent of sales and three others together for a further 25 per cent. Innovation in this sub-market is more general than in some others particularly as a cure for the common cold is still being sought.

The market for digestive and allied remedies appears to be shrinking but is currently assessed at £17m at manufacturers' prices, two-thirds of which is shared by five companies. There is little effective price competition in the market and some of the leading products produce very high profits. One company is responsible for a large share of the estimated £7m market for vitamins and tonics and the top five companies share more than two-thirds of sales. Here again the cost of promotion in a fairly static market is very high in relation to direct manufacturing costs.

Eye treatment preparations are dominated by one company and annual sales of all brands are estimated at about £1.5m: sales of eye lotion appear to be particularly price insensitive and high contributions to overheads prevail.

Of the proprietary medicines manufactured by the 26 companies, total sales (including exports) in 1977 amounted to some £92.5m: direct manufacturing costs accounted for less than 50 per cent of sales at manufacturers' prices while marketing expenditure was almost 20 per cent. Contribution to overheads and profit was about one-third of sales revenue but some individual performances were much higher.

Average return 20 pc

For the 12 companies having sales of advertised medicines comprising at least half of their total sales, average return on capital employed at historic cost has been around a fairly steady 20 per cent. R&D expenditure at around 4 per cent was about three times that for manufacturing industry as a whole. Contributions to overheads and profit in the case of proprietary medicines are often quite high and are being used in some cases to develop and launch new products. Generic medicines sold over the counter represent only a small percentage of sales but the companies concerned have an important business in prescription and hospital medicines; manufacturing costs

form a large percentage of sales value while marketing costs are small.

Some firms have achieved very high standards of manufacturing efficiency while others need to make improvements and most are in the process of doing so.

For self-medication to be effective the public needs adequate information. One source includes professional advisers such as doctors, nurses and health visitors. From these advisers, operating in the NHS, the patient will often learn of drugs which are available for prescription. He will also get to know of drugs through retail pharmacists, family and friends. Recommendations from professional advisers will carry considerable weight as also will those stemming from the personal experiences of known individuals. The confidence which a consumer has in a product can enhance the benefit received.

Advertising expenditure

An average of 12 per cent of retail selling prices is spent on advertising of all kinds. The high advertising expenditure together with the requirements of the Medicines Act are reasons, within a static market, why launching a new product is so costly. Expenditure on advertising can represent 10 per cent to 25 per cent of sales revenue but on particular products, or in a launch operation, is even more significant. The fact that some manufacturers maintain quite modest advertising to sales ratios on established products puts into question the ratios at the top of the range. One of the reasons claimed by those concerned is the very strong brand loyalty for some products which do not have to be sustained with such heavy advertising as others.

Strong brand loyalty results in the need for heavy advertising to introduce and maintain new products. Although markets are small in comparison with other consumer products the use of television advertising is almost mandatory and this also requires heavy advertising expenditure. The amounts involved mean that only the larger companies can participate but in the Commission's view this is inevitable. Those companies that are prepared to take the risks provide both choice and competition. Advertising may help to make prices lower than they would otherwise have been through helping manufacturers to achieve economies of scale. The wide promotion of products may also act as a restraint on individual manufacturers from increasing prices out of line with competitors. The prices of generic medicines which are not subject to this restraint have increased more rapidly.

A total reduction or partial control of advertising expenditure could be reflected in retail prices in the short term. The long term consequences however are more obscure. Brand images could become blurred leaving consumers to rely more on doctors or pharmacists resulting either in increased cost to the NHS or the strengthening in the market place of strong multiple groups. It could also mean that the consumer's choice is ultimately affected. Manufacturers, believing that their opportunities to maximise market shares and profits would be reduced, could stop developing new proprietary medicines concentrating instead on more profitable products. There has already been a real reduction in expenditure because of the increase in advertising rates but there is little conclusive evidence on its effects. The conclusions on the likely consequence of any control on advertising must therefore be speculative.

If the principle of self-medication is accepted then clearly the industry should be free to advertise its products in reasonable measure because this assists an informed choice. There is effective control of labelling and advertising to avoid abuse, both by legislation and by self-imposed constraints on the part of the industry itself.

Resale price maintenance seems to be working effectively (the Commission was asked not to reappraise the Order of the Restrictive Practices Court on Medicaments). Medicines Act Regulations have reduced the price differential in favour of some generic medicines and the equivalent proprietaries but in general BP products are still cheaper.

Using the 1972 retail price index as 100 and noting that the October 1977 figure was 224 price indices in 1977 were: analgesics 164, cough and cold mixtures 189, digestive and laxative preparations 199, vitamins and tonics 207, eye treatment products 200.

Total distribution margins on proprietary non-"ethical" medicines mostly lie between 23 and 36 per cent of the VAT inclusive retail price. The higher margins often arise from the discounts granted by the manufacturer to encourage the promotion of new products while the lower margins reflect the high turnover of established products.

Proprietary medicines account for only some 5 per cent of the turnover of pharmaceutical wholesalers who give an adequate service to their retail customers.

Retailers

Under the terms of reference the Commission was precluded from examining small chemists and grocers (with sales of £600,000 or less).

Boots, representing over 11 per cent numerically of total chemist outlets, handles approximately 16 per cent of all prescription sales and 22 per cent of products being studied. Its advertised medicines sales are several times greater than those of the closest multiple chemist competitor. Boots is the largest seller of generic products under an own-brand label most of which it manufactures itself. The Co-operative Wholesale Society pharmaceutical factory manufactures a number of OTC products including aspirin tablets BP and paracetamol tablets BP, some of the cheapest on the market. Sales of advertised medicines represented about 7 per cent of total turnover.

Pharmacies, selling goods for which there is RPM have experienced a lower rate of decline than independent shops generally.

There is some concern that there will not be a sufficient supply of suitably experienced retail pharmacists when existing pharmacists retire, although there are many qualifying. Employing pharmacists is costly and there is the further difficulty of finding good pharmacists who are also good retail managers. Sales assistants in pharmacies require additional training and high labour turnover amongst them is therefore especially costly and worrying.

The average small to medium sized pharmacy depends on NHS prescriptions for 60 per cent of turnover whereas ten years ago this represented only 40 per cent. Adequate remuneration for this activity is essential for its survival, the more so as the independent chemist especially has suffered from price cutting competition on those goods not protected by RPM.

As a professional the pharmacist is consulted by the public and research indicates that the consultation rate is twice that of doctors. The return to the pharmacist for the time so expended is perhaps disproportionately low. Indeed such consultation often involves dissuasion from purchase. However, while consultation may be commercially incongruous it is professionally vital. Were such advice not so freely given undoubtedly the public would suffer and an additional burden would be placed on the NHS.

Profitable operation of a pharmacy seems to necessitate a minimum turnover of £60,000 per annum, ie siting in rural areas or too thinly populated areas is becoming uneconomical.

Pharmacists used to be able to make their own medicines for OTC sales—this used to be profitable but under the new product liability laws will tend to disappear completely. Requirements of the Medicines Act 1968 are leading to an increase in the extent of pharmacist supervision of over the counter sales.

Optrex reaction

The Commission carefully considered whether the prices of Optrex eye products should be reduced to bring their contribution to overheads (about 50 per cent) more in line with the average (leading to a reduction in the retail price of the 300ml lotion from £0.86 to £0.65) but decided not to do so because any reduction in profitability of these products would be damaging, particularly to the company's exports which amount to about one-third of sales. Reduction in UK prices could have an adverse effect on export earnings as many countries link the prices to those charged in the home market.

Mr John Woodford, chief executive, Optrex Ltd, told *C&D* the company was concerned that Optrex should have been singled out "for such misleading and potentially damaging comment." To say that the large size of lotion sold for five

Continued on p873

COUNTERPOINTS

Another Baby bonanza from Unichem

Unichem are holding a "Baby bonanza" promotion and competition for pharmacist customers. First prize is a white Leyland Mini car. Starting on June 1, it is a repeat by request of last year's "baby" promotion. Competition entry forms are being sent to all customers; entrants have to list in order of importance six given features of the Mini, and complete a tie-breaker. Closing date is July 17. Second prize is a set of Penfold Ace golf clubs, third, an Ecko Hostess trolley, fourth, a set of Wilkinson garden tools and fifth a Philips cassette player.

Products included in the promotion are: —Allfresh baby bottom wipes; Angiers junior aspirin 24's; Babettes disposable nappies 10's & 20's; Babettes pants medium, large, ex large; Bonjela; Johnson's baby cream 45g, lotion 205cc, oil 135cc, powder 298g, shampoo 75ml & 125ml, soap, bath, cotton buds 20's & 100's; Keldon Fruit Tree orange; Liga rusks 125g & 186g; Matey; Optrose rosehip syrup; Paddi pads 10's & 30's; Pears transparent soap toilet, bath & family; Unichem baby pants (trebles) large & ex large; Unichem disposable nappies 20's; Unichem nappy liners 100's; Vaseline petroleum jelly No 1 & 2; Whistling Pops.

Unichem are also offering customers a chance to improve their summer trading with a list of nearly 30 competitively-priced 'bargain buys', which are on offer from June 1-24. These include: Aero dry shampoo, Alka Seltzer, Amplex capsules, Band-aid clear plasters and Band-aid washproof plasters, Brut 33 shampoo, Camay, Clean & Clear, Dettol, Dextrosol, Elnett, Elseve, Eucryl smokers; mint-fresh, fresh-flavour, white toothpowder and denture powder, Gillette disposable razor, Gold Spot aerosol and vial, Ingram large, lather and brushless, KY jelly, Kotex Brevia, Mum rollette complete and refill, Optrex lotion, Radox bath salts, Signal, Steradent fixative, Sure antiperspirant roll-on and aerosol and Vitapointe. *Unichem Ltd, Morden, Surrey.*

Topex on TV

What is said to be, "the largest television advertising campaign ever launched for a spot treatment product" began this week, to support Topex acne lotion, Richardson-Merell's new entry in the teenage skincare market.

The campaign has a planned national expenditure of over £½ million. Advertising will be orientated towards television for the first year and highlights the message that "new Topex clears spots so fast you can see the difference in five days". A teenage girl's testimonial is used to support this claim, with an explanation of how Topex works by killing bacteria inside the spot and flaking away skin. The active ingredient is benzoyl peroxide 5 per cent w/w. Topex (£1.25) is available in a 30ml plastic flip-top bottle. *Richardson-Merrell Ltd, 20 Queensmere, Slough, Berks.*

Scholl support

Scholl will be advertising absorbent wrist supports in leading squash, tennis and badminton magazines. Full-page and 25 cm × four columns advertisements will appear until September. Using the headline "Introducing the wrist support for people who sweat," the advertising stresses the dual function of Scholl wristlets in giving both support and absorbing perspiration. The range of Scholl anklets and kneecaps are also mentioned. To give retailers the maximum benefit of the campaign, Scholl are supplying a new showcard and display outer to contain wrist supports, sports kneecaps and anklets. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

Penetrol inhalant

Penetol inhalant and lozenges are manufactured by Crookes Anestan Ltd not as stated in a recent feature on hay fever products (*C&D*, May 6, p719).

Evans creams

Evans Ltd wish to reassure customers that although their creams are now available in 100g tubes (last week, p812) they have not discontinued the 500g containers. *Evans Medical Ltd, Speke, Liverpool L24 9JD.*

PRESCRIPTION SPECIALITIES

CO-BETALOC tablets

Manufacturer Astra Chemicals Ltd, King Georges Avenue, Watford, Herts
Description White scored tablets coded "A/MH" containing metoprolol tartrate 100mg and hydrochlorothiazide 12.5mg
Indications Mild or moderate hypertension. May be suitable when satisfactory control of arterial blood pressure cannot be obtained with either a diuretic or a beta-adrenoreceptor blocking drug used alone
Contraindications AV block, digitalis refractory heart failure, severe kidney and liver failure, manifest gout, lithium therapy
Precautions In labile and insulin dependent diabetes, it may be necessary to adjust hypoglycaemic therapy. Use must be reported to anaesthetist before general anaesthetic. Digitalisation should be considered for patients with previous history of heart failure or patients known to have a poor cardiac reserve. Care in chronic obstructive pulmonary disease. Avoid in pregnancy. Reports of rashes and dry eyes have been associated with all beta-adrenoreceptor blockers but in most cases signs and symptoms have cleared when treatment withdrawn; the drug should be discontinued if any such reaction is suspected
Side effects Gastro-intestinal disturbances, lassitude and disturbance of sleep pattern. Thiazide duretic side effects may be expected
Storage In a cool dry place
Packs 100 tablets (£11.50 trade)
Supply restrictions Prescription only
Issued May 1978

Bolvidon 20 mg in calendar pack

Bolvidon is now available in a 20 mg strength in a calendar pack to aid patient compliance where single doses, preferably at night, are prescribed. The white, film-coated tablets are coded "CT6" one side and "Organon" on the reverse and contain mianserin hydrochloride 20 mg (Calendar pack of three strips of 21, £7 trade; dispensing packs —100, £11 and 500, £55 trade). *Organon Laboratories Ltd, Crown House, London Road, Morden, Surrey.*

IUD change

The Gravigard copper contraceptive device, currently with a black retrieval thread, will in future have a colourless thread, say Searle Laboratories. In practice, this will only affect the instructions for insertion where the "black dot" will now be seen as a "silver coloured dot." *Searle Laboratories, Whalton Road, Morpeth, Northumberland.*

Sectral 400

May & Baker have introduced Sectral 400 tablets containing the equivalent of acebutol 400mg in the form of hydrochloride (calendar pack of 28, £5 trade). *May & Baker Ltd, Dagenham, Essex.*

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Ireland: Olraine Agencies, Unit 13, Abbey Shopping Centre, West Street, Drogheda. Tel: 7481.

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COUNTERPOINTS

New look for Midas for fresh impetus

Midas foam bath is being relaunched with a new style both for its looks and its support. Midas (200ml £0.49, 500ml £0.97) now has brightly-labelled leaf-green bottles, specifically designed, says the company, for their eye-catching onshelf appeal. These are being introduced by on-pack trial offer prices ("15p off" 200ml and "30p off" 500ml), and supported by display material.

All this will be backed by a new advertising theme—"Midas puts you back on top"—in the leading women's magazines including *Woman*, *Woman's Realm*, *Family Circle*, *She*, *Cosmopolitan*, *True*, *True Story* and *True Romance*.

"The key to our relaunch strategy" says Gavin Bell, marketing manager, "is, while retaining this very successful formula, to concentrate every other aspect of the Midas 'marketing mix' single-mindedly on the task of expanding consumer trial. So—all you need do is display Midas effectively! And, under our new trial-boosting programme, we are confident that a new surge of profitable growth will follow". *Beecham Toiletries, Beecham House, Great West Road, Brentford, Middlesex.*

New Jacquelle hairbrushes

Jackel have relaunched their range of hairbrushes and sixteen new styles have been added to the existing Jacquelle range, to make it fully comprehensive, meeting the requirements of all present-day hairstyles. New packaging completes the relaunch. The key word of the range, says the company, is simplicity, and, to make life easy for both the customer and the retailer, Jackel have divided the brushes into four price categories. A recent survey carried out on independent chemists showed Jackel that over 50 per cent of chemists prefer to display goods on a central gondola, rather than floor stands, so they have come up with several attractive and economic space saving display units. The boxed range in which all the brushes are individually boxed includes twelve styles and prices range from £0.99-£1.59. A deal is available which comprises four of each of the brushes on a counter/gondola top display unit (cost £43.60) plus a variety of free holdalls worth £12.95.

The quality range in which the majority of brushes retail at £0.79 has 10 different styles—some full size, others handbag size. The brushes stand loose in pre-loaded display trays for "maximum pickup appeal." A deal consisting of the most popular brushes is available (£35.28) and, with each pack sold, there is a counter/gondola display unit plus free holdalls to the value of £11.10 retail. (Refill packs of the brushes are available.) The budget display consists of six different styles in handbag and full size brushes, either with plastic quills, bristle or nylon filling, at £0.45 each, with the plastic radial on special offer at £0.35. A deal (cost £18.72) is available giving away free holdalls to the value of £5.55 retail, and economy packs are the same as above but they come loose in packs of 25 (one style only in each pack). All will retail at between £0.29 and £0.39. *Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland.*

Pigmentan sun preparations

Pigmentan is the name of a range of preparations which protects the skin against climatic conditions in general and the sun's rays in particular.

The various preparations are distinguished from each other by the base factor (oil, lotion or cream) and the varying degrees of protection against the sun's rays. The sunscreen is ethyl-hexyl-p-methoxy-cinnamate.

The distributors, Newbury Cosmetics Ltd, say that moisture regulators guarantee that the skin retains normal water content and prevent it from getting too dry. Herbal extracts and carotin (provitamin A) nurture the skin when it is overexposed to the sun's rays. Pigmentan oil also contains an insect repellent which—when needed—makes for undisturbed sunbathing. *Newbury Cosmetics Ltd, 25 Sutherlands, Wash Common, Newbury, Berkshire.*

Acriflex cream for burns

Farley Health Products, responsible for the marketing and distribution of Acriflex since January, are promoting this chemist-only product as the leading burn and sunburn cream with the theme "the soothing cream for every little burn under the sun." Advertising support includes a campaign planned during the height of the holiday season. The campaign runs until September in such publications as *Radio Times, Woman, Woman's Own, Woman's Weekly, Woman's Realm* and *Woman and Home*.

A colourful and comprehensive "A-Z of holiday hazards" leaflet is available to give away, together with a free display unit for the bonus offer of five free tubes of Acriflex with every case ordered. *Farley Health Products, Torr Lane, Plymouth, Devon PL3 5UA.*

Tabu offer

Introduced last year with a new formula, Tabu spray bath powder by Dana Perfumes Ltd, is now selling at the special price of £1.25 for 196g. Tabu spray bath powder is part of the Tabu bath range which includes the de luxe foam bath (£2.55), hand and body lotion (£2.30) and a triple milled long lasting soap (£1.35). The whole range is lightly perfumed with the Tabu fragrance.

Dana have also introduced a counter display unit to match the same brown colours of the Tabu bath range, which contains one dozen cans of Tabu spray bath powder and has printed on it "Tabu—soft-spray-talc—gives you that beautiful feeling and comfort after bath-or-shower." *Dana Perfumes Ltd, 7 Conduit Street, London W1R 9TG.*

Fields skin care

Fields are expanding their range of skin care products with the introduction of the Tea Rose range. This consists of three products—cleanser, toner and moisturisers (125ml bottles at £0.69 each)—each containing perfume formulated from the scent of the yellow tea rose. They are packed in gingham checked bottles with colour matched caps and come in a prepacked display unit containing eight of each product with a header card and a tester. As an introductory offer the company is offering consumers three for the price of two. *Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland.*

Dequadin bonus

The bonus terms for Dequadin lozenges have been discontinued. *Allen & Hanburys Ltd, Bethnal Green, London E2*

COUNTERPOINTS

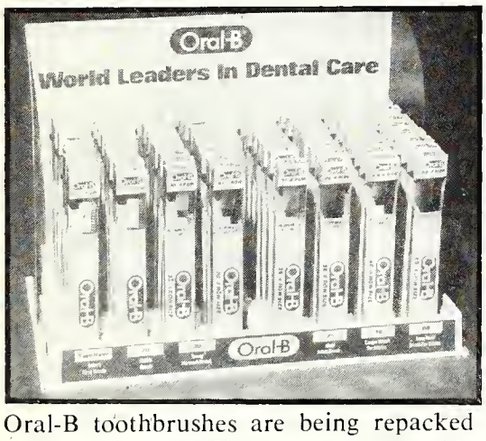
Lip Quenchers new from Chapstick

A. H. Robins Co Ltd are extending their Chapstick know-how into the field of fashion lipsticks. Next autumn they will be launching their Lip Quencher range into this country from the United States. Sixteen shades of lipstick (£1.10) will include creme colours, frosted and transparents. The selling point is that these are "moisturising lipsticks that are kind to your lips" because they contain the same blend of protective oils and emollients as Chapstick.

Simultaneously the company will be introducing the Face Quencher (£1.25) range of face make-up which carries the same promise of moisturising. There will be six shades available and both products can be displayed in either modular counter or gondola units with testers for every shade.

The launch will be backed by a £50,000 advertising campaign in leading women's magazines during the months of September, October and November. *A. H. Robins Co Ltd, Redkiln Way, Horsham.*

Oral-B pack change



Oral-B toothbrushes are being repacked into see-through film cartons to enable more discription to be detailed on the pack, and to maintain prices. A new merchandiser will also be available for self-service indicating individual brush uses. The stand holds 72 brushes and comes with showcard and sticker. *Knox Laboratories Ltd, The Firs, Whitchurch, Aylesbury, Bucks.*

Biba High Tide

Biba's new High Tide spring and summer cosmetic range—representing the first major launch project undertaken by the new company—offers a variety of colours of lipstick, lip gloss, powder tint, contour powders and nail varnishes. A counter merchandiser has also been designed for the range and comes together with a complete set of testers.

"The colours have been specially selected to compliment the spring and summer fashion scene and to create real impact and excitement at the point of sales," says Helen Page Wilson, Biba's marketing development manager. "The new development, which follows a considerable increase in sales of our cosmetics, reflects a strong revival in the Biba name and image among the young and fashion-conscious."

The new colours are: Lipsticks (£0.90) in oyster, coral reef, hazy day, pink shell, sea grape, shrimp, lobster and anemone; lipgloss (£0.55) in hazy day, sea grape and anemone; powder tint (£0.55) in conch, sea cactus, seaweed, salmon, sand bar, horizon shipwreck and Pacific; nail varnish (£0.55) in oyster, coral reef, hazy day, pink shell, sea grape, shrimp, lobster and anemone and contour powder (£1.50) in sun shade, sun beam and sun light. *Biba Cosmetics Ltd, 22 Conduit Street, London W1.*

Jean Sorelle and Junglies

Jean Sorelle Ltd are launching a range of products under the Junglies name. The Junglies Club is part of the World Wildlife Fund's Youth Service and projects the animal conservation and preservation message. Jean Sorelle feel that their products have "a modern approach to the fantasy world of wildlife". These include tooth brush holders in the form of a giraffe, camel and ostrich, mugs, bubble bath and soap characters. *Jean Sorelle Ltd, 117 Great Portland Street, London W1N 6AH.*

Scotties flash

Scotties tissues are being backed by Bowater-Scott throughout June with on-pack coupons. Soft white and rainbow Scotties 150 packs carry a "5p off next purchase" coupon on the back of the pack while the Scotties 200s carry a 6p coupon. Both are indicated by a bright, "cloud-like" flash on the tearout ovals. *Bowater-Scott Corporation Ltd, Bowater House, 68 Knightsbridge, London SW1X 7LR.*

Bonus price

A "maximum price" on-pack promotion for Spillers Bonus dog food is running until mid-June. Both Bonus original and new oxtail varieties are available with maximum prices of £0.19 (large) and £0.37 (giant). The promotion is supported by trade bonuses and point of sale material. *Spillers Ltd, Old Change House, Cannon Street, London EC4.*

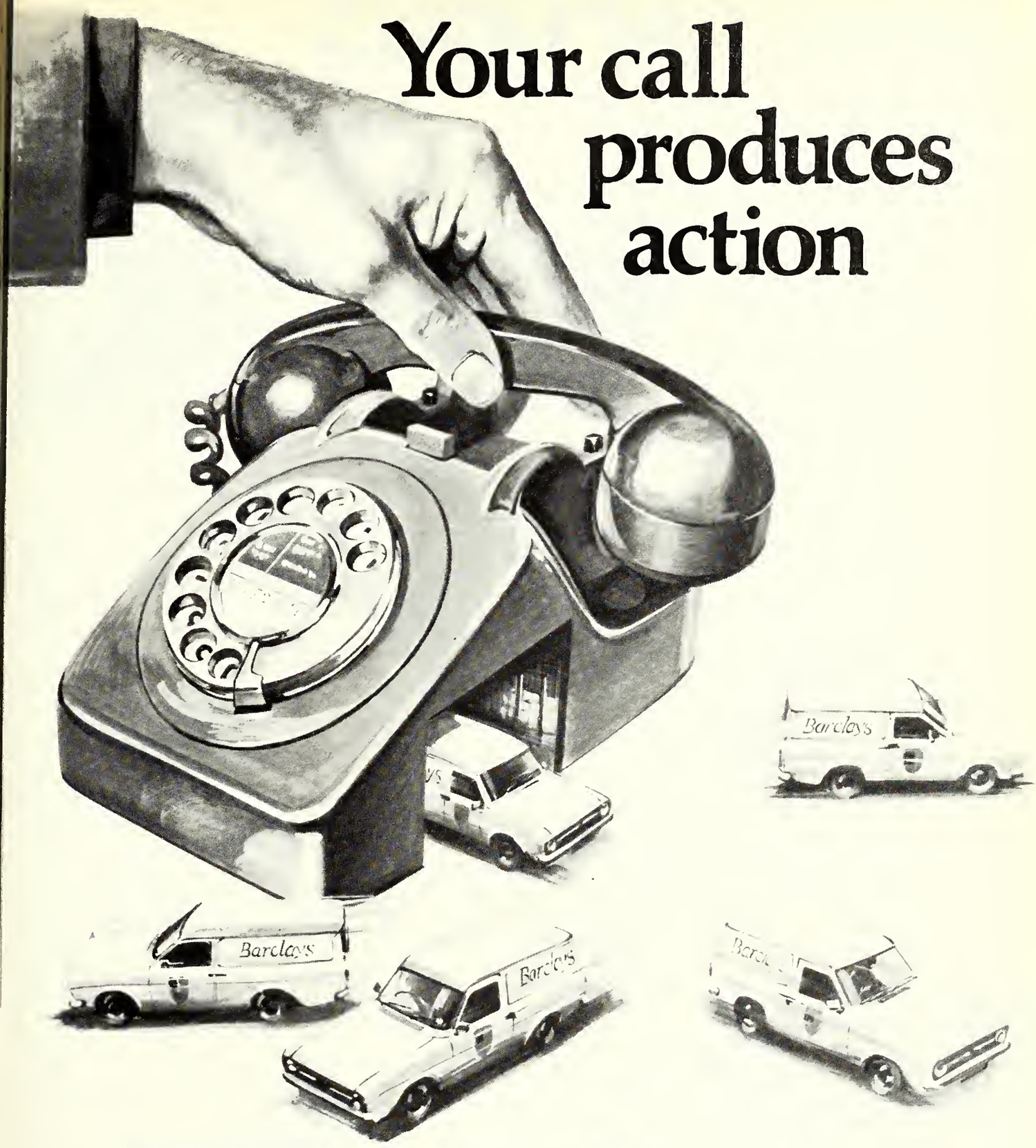
Nursery stickers from Robinson's

Research carried out by the Reckitt & Colman food division has shown that the Mabel Lucie Attwell characters featured on Robinson's baby food packs have been particularly well received. "So popular, in fact, that our last on-pack offer of a free Mabel Lucie Attwell mobile has been the most successful ever run by Robinson's."

A new on-pack offer has been devised which again features the attractive drawings. Nine nursery stickers are available free to mothers who send in 10 proofs of purchase from any of the Robinson's baby foods or cereals. The stickers are in colour, are self-adhesive, wipe clean

and range in size from 2in to 4in. The offer is printed on the Propafilm wrapping of baby food one and two and on a special panel on the back of the cereal packs. The offer will be available while stocks last. *Reckitt & Colman food division, Carrow, Norwich.*

Your call produces action



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Edmonton, London N18 01 803 4801 Glenrothes, Fife 0592 772814 Grimsby 0472 58111 Horsforth, Leeds 0532 589311
Leicester 0533 881354 Liverpool 051 922 2732 Newport, Gwent 0633 73391 Northampton 0604 31615 Nottingham 0602 862581
Port Dinorwic, Gwynedd 0248 670401 Queensferry, Clwyd 0244 812887 South Shields 0632 552473
Stoke on Trent 0782 659451 Swansea 0792 34831 Totton, nr. Southampton 024 17 2233 Wednesbury 021 556 4471 York 0904 27451

COUNTERPOINTS

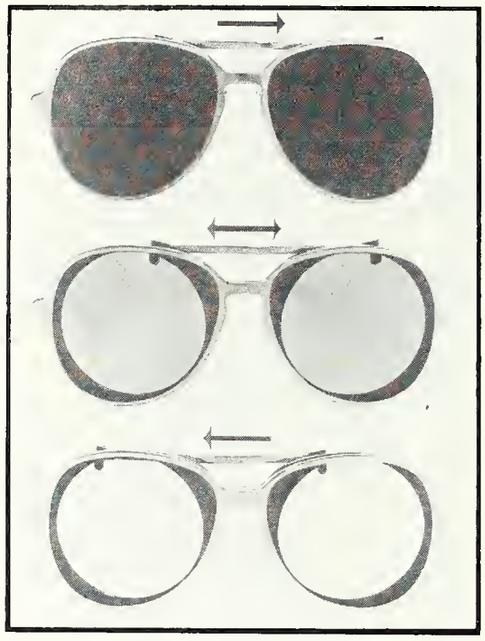
Polaroid introduce 'instant' sunglasses

Polaroid are introducing a new glare-eliminating sunglass which enables the wearer instantly to adjust the overall amount of light reaching the eyes. Called Polamatic, the new Polaroid sunglass has a small sliding bar in the frame which can be moved to increase or decrease the brightness of light permitted to pass through the lenses.

The metal frame of the Polamatic sunglass is, in fact, two slim frames, both mounted with glare-eliminating and shatter-resistant lenses. Lenses mounted in the front frame, which can be removed for easy cleaning, are fixed. Those in the rear frame rotate through a small arc as the wearer adjusts the sliding bar in the top of the frame. The front and rear lenses act together as a "glare valve" that can be opened or closed to increase or decrease the total amount of light reaching the eyes.

The Polamatic twin-lens design is also said to enhance the glare-eliminating feature for which all Polaroid sunglasses are renowned. The front fixed-axis lens is mounted to eliminate up to 99 per cent of horizontally reflected glare, and to shield the eyes from the sun's harmful ultra-violet radiation, without distorting colour values of the scene. With the glare-absorbing axis of the rear lens in the "open" or horizontal position, Polamatic sunglasses transmit more than 30 per cent of available light while at the same time eliminating more horizontal glare than a single lens types.

As Polamatic sunglasses are adjusted to reduce total scene brightness, the



glare-absorbing axis of the rear lens begins to eliminate glare from increasingly sloping surfaces. At the darkest setting —when only 8 per cent of the total scene light is permitted to reach the eyes—reflected glare from vertical surfaces is said to be substantially reduced by the rear lens while the front lens continues virtually to eliminate glare from horizontal surfaces.

Polaroid Polamatic sunglasses will be available in the United Kingdom this summer in a choice of three frame colours—brown, grey and grey-blue (between £16-£20). *Polaroid (UK) Limited, Ashley Road, St Albans, Herts.*

Campaign to launch Weleda hair range

A major advertising campaign for Weleda preservative-free skin care products will start in June to back the launch of their new hair care range. The consumer campaign will be featured in large circulation publications including the *Daily Mail* and *Jackie* magazine. Peter Newman, marketing manager for Weleda, says: "There is a special promotion which offers customers the chance to buy a shampoo at half price when they buy a Weleda conditioner. This can mean a saving of £0.30 or £0.35 depending on shampoo selected. The campaign majors heavily on this offer. We developed a tester bar for the skin care range and that proved to be extremely successful so we have kept to the same format with the hair care range. An eye-catching backcard will be provided."

The Weleda hair care range includes Rosemary shampoo and Rosemary creme conditioner, Rosemary and Chamomile shampoo, Lemon shampoo, Herbal shampoo and Herbal lotion conditioner. Consumer giveaway leaflets and colourful shelf edgers will also be available to the trade. *Weleda (UK) Ltd, Ship Street, East Grinstead, Sussex.*

New look for Benson Bear Brand

Benson Bear Brand styling and packaging is to get a new look. They are making a number of changes and additions to nine styles of hosiery in a variety of sizes. They believe that, "the attractive friendly face that now smiles from the packs is one with whom the average female shopper can associate" in contrast to previous packaging which was fundamentally informative. There has also been a revision of hosiery shades. A research programme carried out in five areas of the country determined demographically in size and age groups the ten most popular colours, explain Benson. Bear Brand will also be launching a new 15 denier plain knit tight in four shades, which will retail at only £0.38. And the introduction of the Bear Brand Couture label is for ladies who require a little extra luxury, although still at reasonable prices. Bear Brand Couture covers two styles at present: micromesh (all sheer) and super size (46in-54in). *Bensons Hosiery Ltd, Bensons House, Weir Road, London.*

Helancyl display competition

Concept Pharmaceuticals are running a competition for the most elegant window display of Helancyl products. Actress Susan Hampshire will judge the displays from photographs submitted by the company's area sales managers. The first prize will be £100, the second prize winner will receive £60 and cheques for £25 will go to the three best runners up.

Linked to this competition will be a draw, open to all entrants, which will pay out £50 to the winner and £25 to the next two out of the hat. Both the competition and draw will run until the end of June. *Concept Pharmaceuticals Ltd, 59 High Street, Rickmansworth.*

Mavala for spring

Mavala's spring and summer collection of nail polishes features russet bronze, flaming red and warm pinks. A new protein and acrylic enriched formula is said to give added chip-resistant qualities to these products. The colours will be Napoli, Granada, Nevada, St. Moritz, Samoa and Bulawayo. *Mavala Laboratories Ltd, 139a New Bond Street, Lon-*

ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Anadin: All except U, E
Aspro Clear: All except E
Complan: M, U
Crest: Lc
Dentu-creme: All areas
Earth Born: All except E
Farley's Rusks: A
Johnson's baby shampoo: All areas
Nivea: Lc, Sc, WW, A, U, B
Norsca: All areas
Polaroid sunglasses & model 1000: All areas
Poly Simply Sensational: Lc, Y, Sc, NE, A, B, G

4711 trade and consumer offers

A free gift purchase is being offered to consumers with 4711 original eau de Cologne. The 25ml watch bottle is being packed with a free guest size soap in either 4711 Cologne or Tosca fragrances (£0.99). The 50ml Molanus bottle is offered with a free 8ml mini-bottle of 4711 Cologne (£1.75). A 4711 jeans bag containing a 40ml pocket flask of 4711 original eau de Cologne and a pack of 5 Colognettes is currently being made available at £1.99, although the actual retail value is placed at £2.35.

The company is offering the trade a special parcel of the counter merchandiser for the above "gift with purchase" consumer packs, holding 14 watch bottle offers, 8 Molanus bottle offers and also 12 4711 solid Cologne sticks. The parcel comes with a free display stand complete with headcard and normal trade margins are being maintained.

A new product, called a mini dab-on, is being launched, consisting of 12ml of 4711 ice Cologne (£0.75). It will be available in its own display unit which takes the form of a plastic tower for counter use, holding 12 units each side. A pre-packed parcel is available to the trade containing 24 units and free dispenser at 14 for 12 (£9.51).

Coinciding with these offers the company is running an extensive advertising campaign with full colour pages in a wide choice of women's consumer weekly and monthly magazines. *Cologne Perfumery Ltd, Telford Road, Basingstoke, Hampshire.*

Search for Miss Pears 1978

Once again A & F Pears are looking for the prettiest little girl under 12 years old in the UK who will become Miss Pears 1978. Six finalists each receive £200 and the winner receives an additional £1,000 on the crowning day. 24 runners-up each receive £25. As well as the title and the prize Pears have commissioned Graham Ovenden to paint two portraits of the winner.

Entry forms for the competition can be found inside cartons of Pears transparent soap and on advertisements appearing in this month's issues of a selection of women's magazines. Entry photographs can be in black and white or colour. A snapshot is all that is needed but it should have been taken since July 1977 and must show the face clearly. The closing date for entries is June 3. *Elida Gibbs Ltd, PO Box 107, Portman Square, London W1A 1DY.*

Kattomeat takes the big cat trail

Following a successful test of two new commercials last year in the London and Southern television areas, Spillers Foods are spending over £200,000 this month on their Kattomeat brand in a nationwide campaign. This is the first burst of a national campaign that will cost over £½ million. Departing from the usual "cuddly cats" theme, the commercials feature meat-loving domestic and wild cats in a safari setting with the theme "Kattomeat: the big cat food".

"1977 Kattomeat sales were nearly 50 per cent up on 1976", said senior brand manager Clive Bailey, "and the big cats television campaign is a bold statement that we are hungry for even more growth". *Spillers Foods Ltd., Old Change House, Cannon Street, London.*

New posters from Scholl

Two new posters are available free of charge from Scholl. One gives a pictorial and written description of home pedicure routine and the other is on foot exercises.

Other educational material provided free by Scholl includes a poster on athletes foot and two booklets: "The good foot guide" and "The guide to better legs." "The good foot guide" booklet describes in simple terms the structure and functions of the foot, the effect of footwear and the most common foot problems. The "Guide to better legs" deals with the problem of varicose veins. Also available is a ten minute colour film, called The Good Foot Guide, covering the same topics as the booklet and provided it is returned within one week, it is available on free loan. For longer periods there is a nominal rental charge of £4 per week. It is available on outright purchase for £50. Inquiries for educational material should be addressed to Mrs Renske Mann, *Scholl Advisory Bureau, 182 St John Street, London EC1.*

Good Nature's mask

Honey and jasmine face mask (£0.60) is the latest addition to the range of products from Good Nature. It is made from honey, glycerine, rosewater, tincture of benzoin and essential oil of jasmine. It has a gel type application and is recommended for softening and toning the skin.

Good Nature, who manufacture skin care preparations using only natural ingredients, have also given themselves a face-lift with new packaging, a tester and display stand and gift packs. A simple logo of different grasses and a new type-face are featured on all printed material and a background pattern of leaves provides uniformity of style for bottle labels, which also now carry full directions for use. The tester display stand, and gift packs are made in the same coarse timber style. *Good Nature, Old Cottage, High Street, Bidford-on-Avon, Warwicks.*

Two Cabochard products launched

Two new products are being added to the Cabochard range and they are both said to be designed to pamper. They are bain moussant—foam bath (£5.00) and emulsion douce pour le corps—a body cream (£5.50). Both products are packed in 4oz flacons. *Buser & Co Ltd, 19 Great Portland Street, London*

Delrosa's baby saver scheme

Sterling Health have decided to continue their baby savers catalogue promotion on Delrosa following the success of the scheme last year. In the past twelve months, redemptions on the baby items offered in the scheme have increased by 300 per cent.

The scheme, which has been running for two years, offers the customer an average saving of nearly 35 per cent on a wide range of baby items such as baby buggies, car safety seats and cots. *Sterling Health Products, St Marks Hill, Surbiton, Surrey.*

When money

Just because Harmony is the biggest colourant brand on the market, we're not resting on our laurels.

So we asked some of your customers what they thought—and found three different ways to make Harmony even easier to sell.

"I never knew it was this easy, I would have tried it long ago."

Miss P. McNeile, Norfolk.

New informative packs.

Now all Harmony's Instructions are printed on the pack.

Your customer has no need to open the cartons or to come and ask you for instructions.

And when she sees how easy and safe it is to use Harmony, she's even more certain to buy.

Simple to Use

A cream in a tube, Harmony is as easy to use as a shampoo.

1. Wet hair, apply half the tube, massage-in and rinse.
2. Apply the rest, lather well and leave for 5-10 minutes for subtle tones, 15-20 minutes for a stronger effect. Then rinse thoroughly.

Do's and Don'ts

Do keep colourants away from children.
Don't use on eyebrows or lashes; if

talks, we listen.

"I can never find my shade... hey're all jumbled up, and half the time t's not even there."

Miss P. Colling, Yorks.

New easy-to-find shade tidies.

Each slim box holds six packets of one shade—so, you can make sure the customer always finds her perfect shade, and you can easily spot when stocks of one are getting low.

"The tube looks a bit off-putting."

Miss J. Firth, London.

New pretty tube.

We've changed our clinical" tube for a pretty, lowery design—as light and arefree as we feel Harmony olour should be.

Elida Gibbs The brands that mean business.

Nurdin & Peacock supply quality O.T.C. products for health and home care...

Continuing high costs of direct selling and distribution has encouraged the modern trend towards cash and carry trading. Nowhere is this more so than in the "Health and Home Care" field. It offers you freedom of choice on a multitude of famous brand products ranging from health and beauty to paper products in many cases at prices under manufacturers best list terms with no minimum order penalties. You buy what you want when you want—and still get extra discount. Accounting procedures are minimal and you use us as your warehouse—releasing your storage space for selling space.

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BRIGHTON Tel: 0273-418822
CHATHAM Tel: 0634-41621
CHRISTCHURCH Tel: 02015-2071
COLCHESTER Tel: 0206-71281
COWES Tel: 098 382 6511/2/3
DAGENHAM Tel: 592-7839 593-3501
EASTLEIGH Tel: 0703 613127
HANWELL Tel: 579-5297
IPSWICH Tel: 0473-59059
LOWESTOFT Tel: 0502-65168
NORTHAMPTON Tel: 0604-53012
NORWICH Tel: 0603-49029
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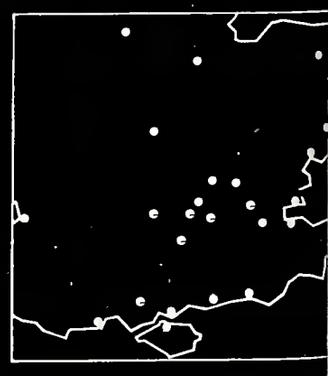
PETERBOROUGH Tel: 0733-231941
PORTSMOUTH Tel: 0705-63563
RAYNES PARK Tel: 946-9111
READING Tel: 0734-585739
SIDCUP Tel: 302-6237
SOUTHEND Tel: 0702-526341/2
STAINES Tel: 81-52515
WALTHAM ABBEY Tel: 9-715115
WATFORD Tel: 92-43903



For further information contact your nearest branch.

...at attractive profit margins that take very good care of you

. . . here are just a few examples to tempt you. We have many more other famous manufacturers products of equal renown. Remember you control exactly what and how much you buy when you want it!

PRODUCT	PACK	PRICE	RETAIL	PROFIT ON RETURN
Floret Fly Killer (⅓ extra fill)	12 x 135 grm	2.99* ~~46p~~	35p	23%
Haze Air Freshener	12 x 223 ml	2.60* ~~40½p~~	30p	21.9%
Johnsons Sparkle (3p off) (variety as stocked)	12 x 8 oz + 15% more free	3.81* ~~56p~~ inc. 3p off	44p	22%
Johnsons Pledge (variety as stocked)	12 x 8 oz + 20% more free	4.19* ~~63p~~	48p	21.4%
Brillo Pads	12 x large (10 pads)	2.43* ~~45½p~~	28p	21.8%
Brillo Pads	12 x small (5 pads)	1.39* ~~26p~~	16p	21.7%
Zal Pine Disinfectant	12 x large	1.52*	17½p	21.8%
Zal Pine Disinfectant	12 x giant	2.24*	26p	22.4%
Peacock Micromesh Tights 42''	6's	1.02*	23p	20.1%

*PLUS VAT

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NURDIN & PEACOCK LTD

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MARKET VIEWPOINT

Steady expansion for shavers?

by Dick Packham, market manager, Philishave and Ladyshave

The promise of an extra couple of pounds in weekly pay packets is hardly likely to stimulate consumer spending overnight. However, the extra cash plus signs of controlled inflation and no increase in VAT should check the recent slump in sales of most electrical appliances.

The recession that depressed sales of major appliances, however, seems to have had relatively little effect on the market for electrical shavers. Indeed, with the exception of last year, sales have increased annually since 1972 and could approach 2 million units by the early 1980s. Since 1971, the UK market has more than doubled and is now worth more than £22 million at retail level.

The market is dominated by four major manufacturers: Philips (40 per cent), Remington (21 per cent), Ronson (12 per cent), and Braun which has made spectacular gains since its debut in 1975 and now holds a 17 per cent share.

Three types

Half the electric shavers sold in this country are made in the UK by Philips and Ronson. The remainder are mostly imported from Europe. The shavers fall into three types based on the design of the cutting head and are largely identified with the major manufacturers. Thus Philips is noted for its rotary action shavers; Remington for its comb head, Ronson and Braun for their foil shavers. With the introduction of Remington's new foil range, however, it is expected that future design share will be split equally between foil and rotary shavers. The market is further divided into mains, battery and rechargeable models with mains accounting for 70 per cent of the market, the same proportion they held in 1969.

Electric shavers are the most heavily promoted of bathroom appliances, and last year manufacturers spent around £2,750,000 on television and Press campaigns with Philips accounting for the lion's share. The other big-spender was Braun who spent just under £1 million last year, almost double their 1975 budget.

Electric shaver ownership has steadily increased to a level of 40 per cent in 1977. Up to 60 per cent of sales are gifts with about two-thirds of these prompted by their recipients. For many years a large proportion of this market was sold through small independent retailers and mail order. Then, as the market grew and distribution expanded, consumer purchases were spread more widely so that today the outlets are roughly divided: independent retailers 15 per cent; electrical chains 30 per cent; discount houses 10 per cent; mail order 15 per cent; departmental stores, electricity boards and other retail 15 per cent; Boots 15 per cent; other chemists negligible.

These figures underline the tiny share sold through independent chemists. But why should this be so? After all, independents still retain a fair share of the wet shaving business. The high gift element in electric shaver purchases backed by the heavy advertising of leading brands should make dry shavers profitable fast movers for independent chemists. In the electrical section of his shop samples of various brands should be displayed, unboxed, and the retailer available for advice.

In recent years, the most spectacular growth in the electric shaver market has been in the women's shaver section. Dominated by Philips, the market is now worth £2½ million or 250,000 shavers of which more than half are battery.

With more than 66 per cent of the market, which includes Remington, Braun and now Carmen, we at Philips have watched Ladyshave sales increase steadily throughout the seventies. We estimate that the total market should expand by about 10 per cent per year with Ladyshave sales approaching 1½ million units in 1980. Most women's shavers are sold through Boots whose own-brand is also manufactured by Philips. Once again, however, considerable potential exists for the independent chemist—perhaps more potential than even men's shavers offer. For the chemist is the traditional outlet for depilatory creams, waxes and lady's wet shaving systems, making Ladyshave a natural complement to the independent chemist's range.

Future growth in the men's electric shaver market may well lie in converting those 60 per cent of consumers who still stick rigidly to wet shaving methods. It may also come from present users who, with growing affluence, seek the convenience of a battery shaver for business trips, holidays and as a second shaver.

While potential for growth is clear, how it is achieved is less certain. While we at Philips see a clear link between advertising and market share, the answer may lie with the retailer. For while all today's shavers incorporate highly advanced technology, only one model will be perfect for the individual customer who, once hooked, it seems stays loyal to that particular brand.

Trends in soft tissues

Advertising and promotional price cutting are of considerable importance in the soft tissue market, according to a recent report in *Retail Business*. The report considers only the market for toilet, facial and kitchen tissues and not hard toilet paper, napkins or industrial hand towels. All three markets are dominated by two companies—Bowater-Scott and Kimberly-Clark—and own brand labels, and although brand loyalty does exist the market is a very competitive one.

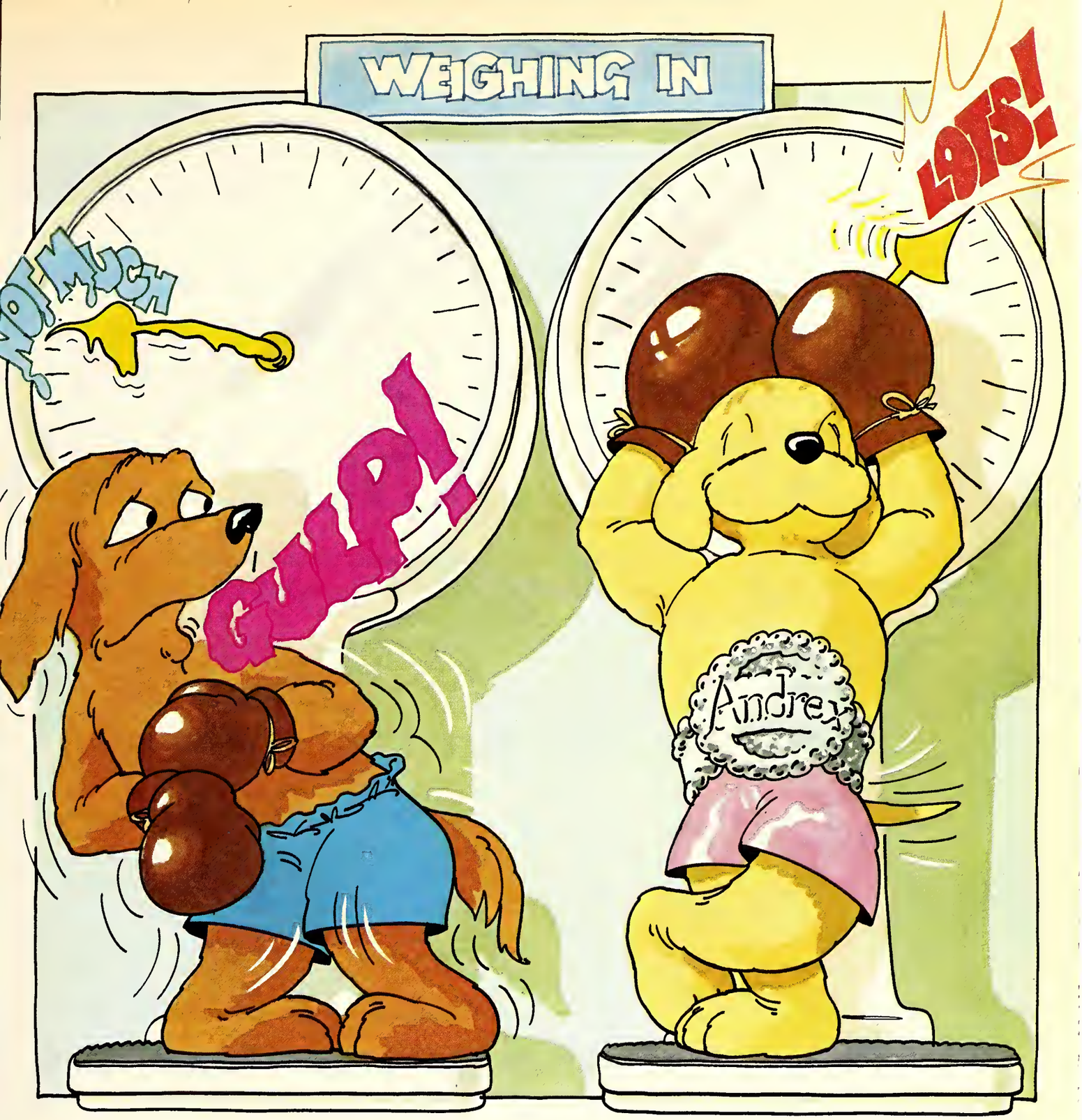
The size of the market (valued at retail selling prices) for toilet tissues rose by 23.5 per cent from £81,000,000 in 1975 to £100,000,000 in 1976, and whether measured by value or volume it is the biggest of the three markets, followed by the facial (£38,000,000 at rsp in 1976) and then the kitchen tissues (£22,000,000 at rsp in 1976). All three have responded to the general economic climate over the past few years, sales expanded markedly in 1973, but have shown little volume growth since. Understandably the market for toilet tissues has remained steadier than the others which are more responsive to changes in price or in consumer incomes.

In 1976 Bowater-Scott had a 40 per cent share of the market and Andrex as the brand leader enjoyed considerable consumer loyalty. It was Kimberly-Clark however who dominated the market for boxed facial tissues with a 30 per cent share in 1976. In the market for kitchen towels the two companies were more evenly matched—having 29 and 21 per cent of the market respectively in 1976.

The largest proportion of tissue products were sold through multiple grocers, large supermarkets took a greater share of the retail market for tissues while chemists were an important outlet for facial tissue where they are often part of the sales package for cold remedies, make-up and baby care.

'Which?' looks at Reactolite Rapides

"Better for general photochromic sunglasses" is the conclusion drawn about Reactolite Rapide lenses in this month's issue of *Which?* The problem with ordinary photochromic lenses has been that although they darkened quite quickly they took some time to lighten again, so that wearers going from bright sunlight into a darkened room or a tunnel experienced some difficulty in seeing for some minutes. This was deemed particularly dangerous for drivers. The Reactolite Rapide lenses were found by the *Which?* testers to react much more quickly to changes in light particularly in the first few minutes after coming out of bright sunlight into shade. "They also went a lot darker in the first place", added the report, which concluded that although the lenses do react more quickly they still "don't seem to be particularly good for drivers".



The undisputed heavyweight champion.

So when you've made the big time, and you're the champ of the toilet tissue market, you have to keep on your toes to stay on top.

So that's why you'll find more actual paper on a roll of Andrex than on any other toilet tissue, and that's why Andrex is outselling its nearest competitor by three to one.

With extra paper to match as well as softness, strength and length, it's not surprising that other toilet tissues can't go the distance.

Soft, strong and very long.

Andrex

Andrex is a Bowater ♦ Scott quality product.

Beecham Bulletin

BEECHAM PROPRIETARIES BRENTFORD MIDDX

BEECHAM HOME MEDICINES
The Business Builders

Sunny sales outlook as Beecham announce

DOUBLE BOOST FOR BIG SUMMER SELLERS

Double counter attraction – worth watching for while the two brands displayed come on a generous joint deal.

CHEMISTS and their customers both benefit from the dual deal announced by Beecham for Germolene Medicated Footspray and All Fresh Clean-Up Squares.

Bought-in together, displayed together, these are currently available to retailers on attractive terms, making quite a difference to margins. For customers, too, there are incentives designed to ensure bigger than ever sales.

Big attraction

For Germolene Medicated Footspray, the special summer can with 25% extra is once more in distribution. Past years have shown this a big attraction and it's sure to be so again.

All Fresh, top-seller in its market, also gets added sales stimulus – special-price packs enabling retailers to pass on the savings they've made on Beecham's seasonal deal.

Stock up

With Germolene Footspray receiving still more strong press advertising support, with a customer-tempting counter display featuring both brands and with demand mounting annually, the indications are clear. Now is the time to stock up, especially while these two big summer sellers can be had on advantageous terms.

Diocalm heads for BOOM

The biggest holidays-abroad season for years heralds biggest ever demand for Diocalm, now the only big selling antidiarrhoeal tablet available off prescription.

To capitalise on sales opportunities and the seasonal peak in year-round advertising support, it's sense to keep the brand well displayed. And to tell customers that Diocalm is free of clioquinol and may be recommended with confidence.

EXPRESS SUCCESS!

New formula, new pack, new advertising . . . all have combined to rocket new Setlers to new heights. Already joint No. 2 among indigestion remedies, they're now set to speed still further ahead.

Press support continues the year through and the TV commercial (picture alongside) a well proven success, will get another high frequency airing this summer.

CLEAR WINNER

Few new brands get off the ground as fast as Clean and Clear, Beecham's new teenage spot treatment.

Glowing testimonials pour in from users, chemists countrywide report exceptional sales – 500,000 units in the first few months alone.

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LETTERS

Dr Booth widens the debate on planning

It was with some surprise that I read the account of the NPA Board of Management's deliberations at its April meeting concerning our local newspaper's report of a planning permission inquiry into a proposed change of use of residential premises to a dispensary close to a health centre in Shipley (*C&D*, May 20, p824).

My initial reaction was one of resentment that the Board has never approached me to verify the report nor to seek any comment from me on a private basis before allowing a Press release of the discussion. On second thoughts, however, I feel rather flattered. That they should even bother to discuss the report suggests either that they are concerned that there may be a point of principle requiring consideration, or (heaven forbid) that anything I say or write should be scrutinised with care. On yet further thought I am absolutely delighted that the Board has enabled the issues to be aired publicly. I am also grateful in that it provides me with free advertisement since of course I am always open to consultation by anyone on matters pharmaceutical.

A matter of principle

May I comment on a few points on the specific issue:

(a) The report of the inquiry in the local paper is not unnaturally a journalistic, *précis* account of an appeal against a refusal of planning permission which lasted some three hours. It is a creditable account, albeit by a non-pharmacist obviously unfamiliar with the nuances of pharmaceutical problems. I would only wish to comment at this stage on the reference to my being described as "Mr Buchanan's (the appellant) expert witness". I was not—and this is not simply semantics. I was approached by a firm of solicitors whose "client" was making an appeal. I was unaware of the identity of this client until I had given my opinion. It could well have been anyone, including no doubt Boots Co, for all I knew. I write this primarily to reassure my colleagues and friends in this area that I was operating on a principle, not on any personality basis. I am well aware that some local pharmacists are puzzled by my stance on this case and it is to recoup our close links that I reassure them on this point. I also wish to tell them that I bitterly regret that local pharmacists opposing the appeal were not represented in any way at the hearing. I now know this was due to their unawareness of the appeal. Why they were not informed by the local authority I cannot understand. It did result in a lack of balance in the arguments presented which, although quite beyond my control, was totally against my normal beliefs of fair play. I had expected my evidence to be fully challenged by experts and was somewhat nonplussed at the time.

Bridlington comparison

(b) It is a pity that the NPA Press cutting agency apparently failed to succeed in drawing to the attention of the Board the report of a similar inquiry at Bridlington (*C&D*, July 2, p5; July 30, p144 and August 13, p207, 1977). There I also acted as an expert witness on behalf of the same solicitors but on that occasion I took an opposite point of view in opposing the appeal to open a dispensary close to the health centre. A successful appeal at Bridlington in my opinion would have resulted unquestionably in the closure of one or more pharmacies with a *resultant loss of service to the community* for a whole geographical section of the town. There was no such potential loss of service involved in the Shipley case. It is to my deep sorrow that the NPA Board failed to note my specific contribution to the cause at Bridlington and that I did not receive the laudatory tributes in the pharmaceutical Press which were clearly my right!

(c) I am also concerned that, as far as I can glean, the Board, relying as it states on our local paper, was not supplied with, nor considered, a copy of my fairly extensive written proof of evidence to the inquiry, nor a copy of the inspector's report, nor indeed even a map of the district. To my knowledge also there is no one on the Board who could have had a detailed working knowledge of the pharmaceutical services currently operated. No doubt the Board will correct me if I am wrong in my surmise.

(d) The planning application in this case was rejected primarily on the grounds that it intruded into a residential area. I quote from the inspector's report, ". . . (it) would appreciably detract from the environment of adjoining residential properties and should only be permitted if there is an evident and pressing need for a dispensary in this location.

"I have carefully considered the representations made on behalf of your client with regard to the need for pharmaceutical services to be provided within easy reach of the nearby health centre. However, bearing in mind the proximity of the existing pharmacies in the centre of Shipley, one of which is within some 300 yards of the health centre, I am not persuaded that there is need for an additional dispensary to be established on the appeal site to serve patients attending this health centre."

I would suggest there are two points clearly made in this extract which are of great interest to the profession, and perhaps the NPA Board might express some gratitude to me for eliciting: if a pressing need for a dispensary can be established then this could overrule planning permission; 300 yards is apparently not an unreasonable distance to travel from the source of a prescription to its dispensing. We now at least have a precedent for a quoted distance in further appeals.

(e) The Board resolved to send me "a letter" as you will be aware from its Press release. I received this simultaneously with your journal! Its contents are most interesting although I am not sure that if made public they would be regarded as furthering the interests of pharmacy, particularly by that sector which the NPA represents. However, I shall pursue those matters further publicly if the Board so desires.

Having got those points off my chest may I now direct the profession's attention to what I regard as the fundamental issue and, concurrently, congratulate the NPA Board for having the courage to give it publicity in this way. The matter is extremely relevant to any proposals for a planned pharmaceutical service and I intended in any case to pinpoint my doubts on current thinking through the courtesy of your columns later in the year. I regret it has been precipitated in an emotive atmosphere, but perhaps some good will emerge in the end.

Perhaps I could best put the point by asking a number of questions: Why should a restriction on a pharmacy opening or on granting of an NHS contract be permitted unless in the public interest? How do we define "public interest"? How do we *regulate* the monopolistic restrictive practice created? What must we sacrifice as a "quid pro quo" for the privilege? Precisely why should the Government legislate to this end? Can the "good will" attached to such a situation be written out? How do we provide for the entrepreneurial aspirations of the younger members of the profession? How can we defend opposition to free opening in over-pharmacy-populated areas, even if others should close, if in the process the public is not deprived of a service?

Letters, please

It could be that only I and close colleagues see these as problems in attempting to look at pharmacy in the way that influential outsiders in and out of Government may well regard us. I rather suspect however, that we are not alone in our fears and that to leave such questions unanswered is merely attempting to maintain the status quo, avoiding change, with an ostrich-like attitude. May I ask, in real sincerity, for your readers to contribute to your correspondence columns on this fundamental problem, avoiding the emotive issues raised in the one-off Shipley planning appeal. Have we a real solution

Continued on p866

LETTERS

Continued from p865

for a planned service acceptable to a consumer-funded system, conscious of the need for competitive efficiency, and not one which could be conceived only in the imagination of a pharmacist?

Before putting pen to paper I would draw the attention of potential contributors to three recent interesting and valuable articles . . .

C&D, February 12, 1977, p183—why planned distribution? by A. J. Smith.

Pharm. J., May 20, p408—Planned pharmacy, by A. J. Smith.

C&D, May 13, p737 and 740-743—Irish pharmacy report on the role and responsibility of the pharmacist.

T. G. Booth
Leeds

Saving drug costs

The campaign now being conducted by the Health Education Council (which is attempting to dissuade the public from expecting prescriptions from their general practitioners for minor ailments and also to encourage the public to consult their local chemists regarding these ailments) does not appear to be arousing much interest in your correspondence columns.

Since January, 1977 our pharmacy has experienced the effect of the implementation of the policies now being urged upon general practitioners and the public. The medical practice of five doctors from which we obtain over 80 per cent of our NHS prescriptions has been operating this policy since that date.

The effects have been as follows: —

(a) An overall percentage drop in volume of prescriptions during 1977 of 7.15 per cent compared with the average number of prescriptions dispensed during the previous two years;

(b) A drop of 9.2 per cent in the number of prescriptions received from the medical practice referred to above (during the same period);

(c) No noticeable increase in the volume of sales of over-the-counter medicines and of counter prescribing during 1977.

Whilst we agree that the size of the nation's drug bill should be reduced we have the impression that a reduction in prescription volume of this order would put the finances of thousands of pharmacies in a very parlous condition. The recent welcome decrease in the number of pharmacy closures would undoubtedly be transformed into an alarming increase.

As responsible taxpayers, general practice pharmacists must go along with any move designed to reduce the size of the drugs bill. We would also like to see an equally forceful campaign launched to reduce the massive burden of administration costs in the Health Service.

Since the Government has now seen fit actually to designate a role in the primary health care team for the general practice pharmacist through the medium of the Health Council's new campaign, surely the time has now come for both the PSNC and the Society's Council to throw their weight behind the move initiated by the North-east Thames Regional Pharmaceutical Committee—that is, to press the Department of Health to negotiate a method of payment which would give full recognition to the general practice pharmacists' professional role in primary health care.

Ever since the inception of the NHS we have provided a free advisory service to the public. The Department of Health has conceded the principle of paying us a basic practice allowance thus providing us with a ready-made foundation stone on which a primary health care fee related, for example, to the NHS prescription volume in each community pharmacy, could be paid. No other professional man gives his advice free of charge. We can think of no reason why we should continue to provide a free service which the public is now being officially encouraged to use. If the Government wants this service to be available then it must be prepared to pay for it.

Let our negotiators act *now* while this campaign is being conducted. There will never be a better time.

C. D. Lamb and C. Fowler
Stockton-on-Tees

Negative vote

It is interesting to note that of the sixteen members of the Society offering themselves for election, and hence able to afford the time away from their place of work, four are pharmaceutical officers and paid directly by the tax-payer. As a tax-payer I consider this insult to injury, in that I am paying each one of them for what I consider a useless appointment, and in addition they are looking forward to taking time off to run the affairs of the Pharmaceutical Society.

It is also interesting to note that a leading article in the PJ deals with the method of electing members to Council. I think that a better method of voting than either STV or its predecessor would be to give each member of the Society ten votes, five positive and five negative. Armed with negative votes, members would be able to show their displeasure of pharmaceutical officers in a much more certain way than is possible under STV!

R. B. Knowles
Barlaston, Stoke-on-Trent

Professor Shellard

Professor E. J. Shellard will be retiring from his appointment as professor of pharmacognosy in the University of London on September 30, though I am sure he will continue to be active in pharmaceutical affairs.

Throughout his busy and distinguished academic career at Bristol College of Technology (now the University of Bath) and at this college, his ideas and personality have been an important influence on both students and colleagues and I am sure that many of these would wish to join with us at Chelsea in making a suitable presentation to him as a token of recognition of the contribution he has made to pharmacetuical life and of our personal regard. I therefore invite anyone who wishes to make a contribution for this purpose to send it to me, to arrive by June 30. Contributors will be invited to a farewell reception at the college on the evening of October 26.

Professor Arnold H. Beckett
Department of pharmacy Chelsea College, University of London

Repeat script policy

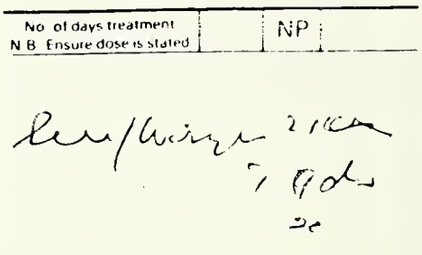
During the discussion on motion 24 at the branch representatives meeting on May 18 (triple repeat prescription form) it was made clear to the meeting from the platform that there had been no change in Council policy with respect to the use of a triplicate repeat form. I asked for information as to when Council abandoned a reasonable requirement that no more than a months supply should be available at any one time. The meeting was told that this had never been Council policy.

Your readers will be interested in the following extract from minute 70 of a meeting of the general practice subcommittee held on July 31, 1972, which I believe demonstrates that my memory of Council's wishes in this respect is accurate.

I quote: "There was a lengthy discussion on the attitude adopted by the British Medical Association representatives of the June 29 meeting. They were clearly in favour of a 'repeat prescription' procedure, but did not accept the proposals that no more than 28 days supply of a medicine should be provided against an NHS prescription. When pressed they had indicated that, in practice, the total quantity of a medicine against a 'repeat prescription' should not be greater than would be required for a three months' treatment."

Surely no one can therefore dispute my contention that in 1972, if not in 1978, the view was that a repeat prescription system should be linked to a 28 days' supply, and it will not be out of place for me to ask once again "Did Council alter its mind and if so when?"

K. W. Youings
Somerset



This prescription was received by a pharmacist in Glamorgan. It reads "erythromycin 250mg, one qds, 20"

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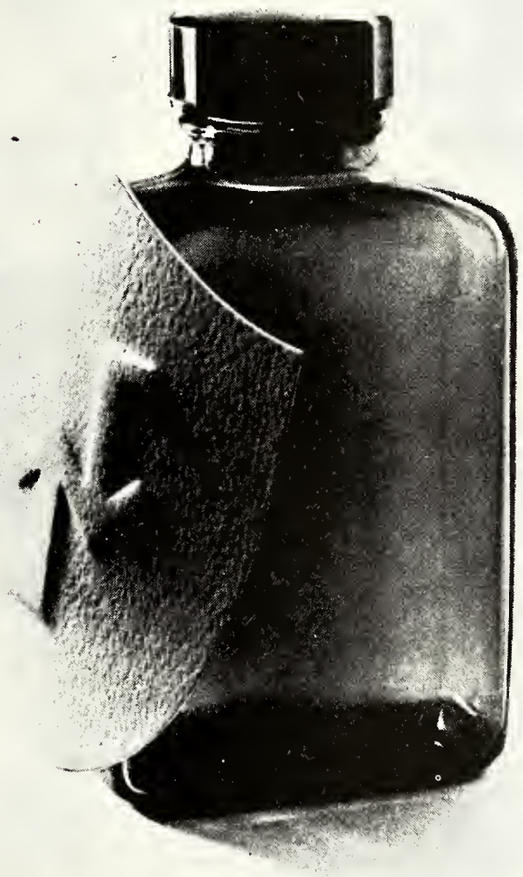

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DHSS document MLX 103 includes detailed proposals for amending the Medicines (Prescription Only) Order 1977. The proposal that is relevant to Collis Browne's Mixture is

	Maximum strength	Maximum dose
Medicinal Opium, Liquid	0.02 per cent (anhydrous Morphine base)	Increased from 840mcg (MD) to 3mg (MD)

The maximum dose laid down for J. Collis Browne's Mixture is 3mg. The new proposal therefore will mean that J. Collis Browne's Mixture, the sale of which is already exempt from the Prescription Only requirements under the transitional Medicines (Prescription Only) Amendment Order 1978, will continue to be so exempt after August 10 when the transitional Order expires

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President reaffirms intent on publicity

The Pharmaceutical Society's president, Mrs Estelle Leigh, has reaffirmed that Council is concerned the Society's publicity should continue and that a publicity head of "the very highest calibre" would be appointed as soon as possible.

Speaking at the Society's annual meeting last week, Mrs Leigh acknowledged that all learned societies were finding they had to accept they came under public scrutiny so needed good publicity.

The West Metropolitan and North Metropolitan Branches had submitted resolutions for discussion at the meeting regretting the resignation of Miss Maureen Tomison as head of publicity and urging Council to appoint a successor likely to achieve the same high standards (*C&D*, May 13, p739). The motions were not submitted before April 20 and so, under the bye-laws, were too late to be included in the agenda.

However, Mr Ron Jackson, West Metropolitan Branch chairman, raised the matter during discussion of the annual report. He said the section covering publicity showed that Miss Tomison had achieved more than any of her predecessors. "The membership have been heartened by her efforts and work . . . the officers and activists of the Society felt that they were being supported and motivated because the public and Parliament were beginning to understand and be conscious of the significance of pharmacy". It was only natural that such members were dismayed by her departure, he said.

Need for leadership

"Council must realise we need leadership by our peers," he continued. "When you appoint a successor you have to accept that the post is in many ways alien to the atmosphere of a learned society engaged in pursuit of its statutory duties, where most of the staff are relatively anonymous." A publicity officer had to proclaim himself, be an extrovert, be gregarious and well known—rather like a concert soloist playing together with, but not part of, the rank and file members in an orchestra.

"I most earnestly charge the Council with the task of making up its mind what it wants the post to be and finding the person to fulfil the criteria," then letting that person do his job. Mr Jackson added that in all his dealings with the Society's staff he had been conscious of their tact, helpfulness and desire to do what was best. Mrs Leigh replied that Mr Jackson was "quite right" to raise the matter: "I agree wholeheartedly with your comments regarding the very special expertise—particularly in relation to Parliamentary procedure—which Miss Tomison had, indeed it was one of the reasons why she was appointed."

Mrs Leigh agreed that Council must lead and not ignore the members; one of Council's most important functions was to act as a line of communication with the membership. Using Mr Jackson's analogy she likened the Society to an orchestra without a soloist but all playing the same tune under a conductor who "must be the president".

"Council has just decided the qualities we wish to have and we are confident that a successor to Miss Tomison of the very highest calibre will be appointed as soon as possible."

Earlier, before declaring the annual report open for discussion, Mrs Leigh warned about maintaining the Society's dignity: "I do not wish to stifle discussion, but some of the comments which have already been made outside this building go beyond what might be described as fair comment. I think it would be well for us all to remember that there is a law of defamation and that individuals have rights in law. I would not want anything to be said tonight which could lead to legal consequences which would be disruptive to the Society as a whole."

Planned distribution

Referring to planned distribution of pharmacies, Mrs Leigh said both the Society and Pharmaceutical Services Negotiating Committee had given detailed consideration to draft proposals and it only remained for Council to consider a few PSNC amendments. "It is our earnest hope that there will be no delay in introducing the necessary arrangements which will ensure a reasonable distribution of pharmacies throughout the community as well as a satisfactory pharmaceutical service for group medical practices."

The submission to the Department of Health would also contain a joint policy on the establishment of part-time pharmacies.

The treasurer, Mr Albert Howells, who is retiring from the Council, said the Society had had a good year financially, largely because sales of the new edition of "Martindales Extra Pharmacopoeia" had been excellent.

Guild warning on liability

Hospital pharmacists who might be involved in court proceedings in respect of professional liability must immediately notify the local divisional officer of ASTMS to ensure proper representation. The point was stressed by ASTMS divisional officer, Donna Haber at this month's Guild of Hospital Pharmacists Council meeting. She also reminded members that if they participated in a professional liability insurance scheme then the company should be notified.

Details of the agreement on salaries (*C&D*, May 20, p799) were given to Council. Miss Haber outlined the provisions and the new grading definitions which were expected to lead to a number of upgradings for hospital pharmacists. She emphasised that the salaries for all those above grade 3 were still "interim" and that the management side had agreed to consult the Secretary of State about the possibility of entering into top post salary discussions during the year, which might imply a future commitment. The Guild will also approach the Secretary of State to ask that these negotiations begin immediately so that the expectations of those considering applying for such posts, as well as those already in post, could be evaluated realistically. Details would be sent to all members.

Miss Haber also reported that General Whitley Council had protested to the Department of Health about its statement in a draft circular on the Health & Safety at Work Act that no extra resources would be provided to implement the Act's provisions. During a discussion on the deferment by the Secretary of State of a decision to grant early retirement to displaced staff following the proposed reorganisation of the postgraduate teaching hospital, Council asked Miss Haber to ensure that pharmacists were given the same opportunities in this respect as other staff. A paper "Proposals on redundancy procedures" had been received but Miss Haber believed there should be no redundancies among hospital pharmacists; any suggestions of redundancy should be reported immediately to the local divisional officer, she said.

It was agreed that Mr W. Mott, chairman, staff side, Pharmaceutical Whitley Council, should take up the third pharmacy seat on the General Whitley Council. The Janssen Award winning paper on "The hospital pharmaceutical service—is there a need for extended hours of service?" will be presented by Mr P. Sharott, principal pharmacist, Kings College Hospital, at the Society's headquarters on June 7, at 7pm. Mr R. Levin, managing director of Janssen Pharmaceuticals Ltd, will present the award. Members wishing to be present should inform the office.

Mr C. Hetherington, secretary of the Guild's Education and Science Committee, reported that Professor D. Norton had been re-appointed as chairman. Mr W. Mott had relinquished his membership of the Health Services National Advisory Committee of ASTMS and was succeeded by Mr J. W. B. Fish.

The branch delegates' meeting and annual meeting for 1980 will be held in Manchester and it is expected that the day conference for 1979 will be in Birmingham.

Council urged to clarify advertising of titles

At last week's branch representatives meeting a record was achieved when all 45 resolutions were presented and voted upon. Mrs Estelle Leigh, president of the Pharmaceutical Society, was chairman.

The Pharmaceutical Society Council has been called upon to clarify the use of restricted titles in advertising. At last week's branch representatives meeting, in London, Mrs L. Stone, Gwent, said that when the president has to use a casting vote to decide whether restricted titles may be used, it made a mockery of BRM debate. In 1976, BRM representatives voted to maintain the status quo on the issue. When Council discussed advertising of restricted titles (*C&D*, October 15, p551) voting was split equally and the president, Mrs E. Leigh, had to decide in favour of the status quo by use of her casting vote. Mrs Stone said BRM decisions must be seen to be upheld by Council.

Mr M. E. Q. James, Southend, said the 1976 decision was wrong and that pharmacists should be allowed to use the word "chemist". The public knew retail members as chemists. He believed advertising of restricted titles should be controlled but not by the "blanket way" as at the moment. The title, he said, "was ours which we have earned".

Mr G. B. Kirkwood, Fife, thought that advertising of restricted titles should not be termed unprofessional conduct. The original motion from Gwent and Leeds urged Council "to clarify the situation concerning the use of restricted titles in advertising by upholding the decision of the 1976 BRM". Mr Kirkwood proposed an amendment to delete all words after "advertising". Mr James supported the amendment because he believed it would enable Council to formulate a policy in the light of current membership views. Mr R. Jackson, West Metropolitan, said what was needed was Council to make up its mind before and then give a united decision not a split one. The amendment and substantive motion were carried.

BMA agreement on repeat NHS 'scripts

The British Medical Association had only recently agreed to the Society's and Pharmaceutical Services Negotiating Committee's proposals for a triple repeat prescription system, Mr J. Balmford, vice-president, announced. He was speaking on behalf of the Practice Committee chairman, Mr W. Darling, in answer to a motion calling for Council to continue its efforts to introduce the repeat forms. He said the Department of Health proposed amending the Prescription Only Medicines Order to allow for carbon copies provided they were in indelible ink and signed by the doctor. A member of the audience pointed out that the Medicines Act required prescriptions to be dated not more than six months before dispensing and asked if that would be amended for carbon copies. Mr G. Appelbe, deputy head of the Society's law department, said the draft document had arrived only that morning but stated that copies must be marked with a date before which the prescription could not be dispensed. However it was a draft for comment and his department had not yet had time to consider it in detail.

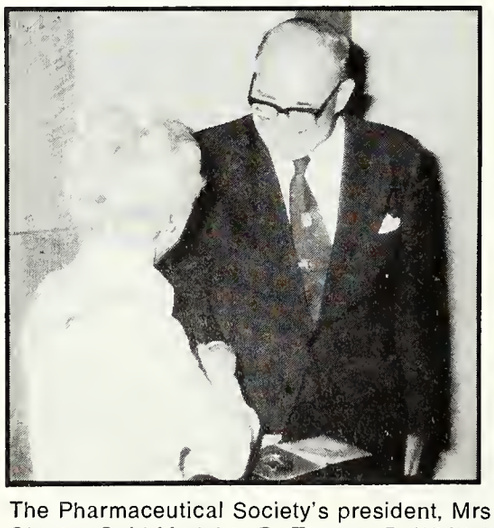
Dr J. M. Pickett, Brighton, suggested the motion be amended to add "provided there was not more than one month's supply on each form". There was a danger of overprescribing and loss of remuneration, he said. The secretary and registrar, Mr D. F. Lewis, indicated to the chairman, Mrs Leigh, that such an amendment would have to be renegotiated with the BMA and could result in a setback to the advantages already gained. Mr Pickett withdrew the amendment to cries of "Shame" and at the insistence of Mr A. Bond, Somerset, and other speakers the amendment was accepted by the chairman. Mr Bond said the whole point of triple repeat prescriptions was to keep prescribing quantities down. He thought pharmacists should take a stand on the issue. Mr R. Clitherow, Liverpool, supported the amendment, he said, because he wanted to see fresh supplies of drugs being given not "three months supply on three copies".

Mr K. W. Youings, Somerset, said he was concerned that members were only now being told of the proposals. Council must have known that they would not meet members' wishes at an early stage during the negotiations.

Mr I. Benjamin, Leeds, proposed a further amendment (which was accepted by Mr Bond) adding to the original "and that Council should enter into urgent discussions to ensure that, as soon as possible, there was not more than one month's supply on each form". Mr R. Jackson said he thought Council would have realised members' intentions when negotiating. Mr J. Kerr, member of Council, said the intention had always been to have total quantities divided into three prescriptions but not necessarily restricted to one month's supply. That was at least better than dispensing all at once and would provide more dispensing fees. He was angry that pharmacy should be wanting to go back on its negotiating stance.

Mr Clitherow asked if the date was to be individually written on the copies because, if not, receptionists could still make out the prescriptions with the doctor just signing and dating the top copy. Mr Appelbe said that point had not yet been established from the draft proposals. Dr T. Jones, Croydon, felt it was arrogant for pharmacists to say a month's supply was enough. The doctor needed to make that decision. If the issue was remuneration or stability of preparations then evidence should be presented to justify claims. The finally amended motion was carried.

A resolution from Northumbria that the Society should seek to promote a domiciliary pharmaceutical service to meet the needs of housebound patients and of those communities in which a pharmacy is not viable, was passed. Dr K. D. Watson, introducing the resolution, said there was public concern about pharmacy closures. A domiciliary service could meet needs where a pharmacy was not viable and the case against dispensing doctors would be greater if such a service could be supplied. The visiting pharmacist could also check medicines cupboards for old or excess drugs. He felt the public would then regard the pharmacist not the pharmacy as important. He envisaged phar-



The Pharmaceutical Society's president, Mrs Estelle Leigh, presents the Society's Charter Gold Medal to Dr Thomas D. Whittet (left) and the Charter Silver Medal to Mrs Jessie M. Rawcliffe. Both awards are made by Council on the president's recommendation—the Gold Medal for outstanding services rendered by a member to the Society, or generally, in promoting pharmacy, and the Silver for outstanding services given by a member locally. Dr Whittet recently retired as chief pharmacist, Department of Health, Mrs Rawcliffe has been active in Manchester pharmaceutical organisations

macy assistants initiating the service with collection and delivery services.

Mr Balmford said the PSNC was discussing the travel problems of housebound patients and the introduction of delivery services for reasonable remuneration with the Department of Health. A Council working group on general practice pharmacy was looking into a domiciliary service.

Sheffield Branch felt the Society, PSNC and National Pharmaceutical Association should set in motion the more effective distribution of pharmacies by detailing areas where a full service was needed and by publishing lists from time to time with all necessary information. Mr S. Durham, introducing his resolution, thought the overall service was deteriorating because of closures. The publication of a list would help pharmacists decide the extent to which they were interested.

Mr Balmford said discussions were already proceeding on planned distribution. Mr James felt NHS contracts should be limited but not pharmacy premises. He would not want to tell a young pharmacist "You may not practise your profession where you wish". The resolution was carried.

Publicity budget increase

The Society was urged to reallocate a higher proportion of its income to publicity with greater emphasis on educating the public on the role of pharmacists in health care. Mr J. Skipp, Dorset, said publicity directed at government departments, etc, was of benefit but the public's understanding of the pharmacist's responsibilities and abilities was poor. He felt the Society's treasurer could reallocate funds to finance the operation. Mr James felt the fault lay not with the Society but with the members. Pharmacists could not claim to be advisers on health education if they did not advise. He felt the Ethics Committee should be asked to revise the Statement on Matters of Professional Conduct to include such an advisory status. The resolution was carried.

Could a prescription be complete without dose and frequency of administration?, Mr A. Waterhouse, Dover and Shepway, asked. He called upon Council to consider discussions with the medical profession to make mandatory that all prescriptions for dispensed medicines give clear directions for their use. The medicine may not be collected by the patient and precise written instructions were necessary to continue the link. A speaker from North Staffordshire asked how a patient could be expected to comply if no instructions were given. Mr G. L. Geddes, Edinburgh, said research he had conducted suggested that 30 per cent of prescriptions contained inadequate directions. Mr K. G. Round, Dudley, said such directions as MDU needed clarification. In his experience some doctors meant "as the manufacturer directs." The resolution was carried.

Miss M. Wallis, introducing a Weald of Kent resolution that medicines advertising by the media was deplored and calling upon the Society to use its influence to abolish the practice outside professional channels of communication, asked how many of the public would query the omissions from advertisements. Normally if a consumer product did not match up to advertised claims then people learnt by their mistakes but that could be dangerous in the case of medicines. The explanation accompanying the resolution specified Contac 400 radio advertising as particularly objectionable. Miss Wallis felt self-medication should be done responsibly with advice from the pharmacist. Dr T. Jones said it was incorrect advertising that should be deplored unless just pharmacy only medicines were intended to be abolished. Mr R. Jackson thought pharmacists should stand up for their principles by refusing to sell any medicines which they felt were not suitable. The resolution was carried.

Objections to 5ml spoon

Objections to the 5ml medicine spoon were raised by several representatives. A North Staffordshire resolution suggested Council should press for the spoon's redesign with the inclusion of a 2.5ml graduation mark. The proposer said the current spoon was totally unsuitable—a *British Medical Journal* survey had suggested measures between 2.5ml and 4ml were usually taken from it. To be truly accurate a spirit level and retort stand were needed. When a 2.5ml dose was ordered stable medicaments had to be diluted to 5ml doses raising both cost and risks of instability. Mrs M. C. Garner-Patel, Harrow, suggested that a 2.5ml plastic dropper was preferable for children. The resolution was carried after unsuccessful attempts at amending it to delete the 2.5ml graduation part (see p847).

Two motions calling for more controls on dispensing doctors were passed without discussion from the floor. East Metropolitan had called for enforcement of the relevant Medicines Act requirements in all dispensing outlets and Somerset had urged legislation to ensure dispensing in health centres and doctors' surgeries was under the direct supervision of a pharmacist.

Other resolutions

Other resolutions passed included:

☐ Council should urge manufacturers to use peelable labels wherever possible on dispensing products.

☐ The phrase "Caution, this may cause drowsiness" should appear on all dispensed medicines which were likely to unintentionally have that effect and on manufacturers containers.

☐ Labelling of all dispensed medicines should be typewritten.

☐ To achieve higher labelling standards the Society should design a uniform labelling system.

☐ Council should issue positive guidance on the provision of additional labels on dispensed medicines.

☐ The Society should immediately produce a suitable patient instruction card for issue with dispensed antibiotics.

☐ The Society should devise a series of drug information leaflets for issue to patients.

☐ The Statement on Professional Conduct should include a paragraph on confidentiality (of patients' diagnosis).

☐ The Society should fund a college for the practice of pharmacy.

☐ Council should initiate a documented programme of postgraduate education for guidance of regions and national executives.

☐ The pharmacist undertaking a position of responsibility in any branch of pharmacy shall have had supervised experience in that branch.

☐ A method of assessment, including oral assessment, for preregistration graduates be instituted before permitting registration.

☐ More emphasis should be given to the responsible pharmacist's duty to encourage preregistration students to attend branch meetings.

☐ Council should give comprehensive guidance to the pharmacist responsible for training preregistration students.

☐ Council should investigate the advisability of ensuring that management training is included in the preregistration year.

Among the resolutions not carried were:

☐ Attendance of members at a minimal number of officially recognised postgraduate refresher courses on a regular basis be a prerequisite to the maintainence of the members' names on the Register.

☐ Visual aids be made available for use by branch representatives to present motions at BRM.

☐ Members of the Society be ineligible for election to Council after their 65th birthday.

Staff exchange in pharmacy schools

The University of London School of Pharmacy has recently developed a programme designed to encourage members of the academic staff to exchange positions for periods up to 12 months with personnel in other pharmacy schools and related institutions, such as government and industrial laboratories. While the programme is not confined to the UK, it is expected that most exchanges will take place here.

Dr James Swarbrick, dean of the school, sees the programme as a way of broadening the background and range of experience of staff while at the same time introducing new faces, skills and concepts. Another attractive feature is the potential to develop longer term interactions with participating institutions. Teaching and research efficiency and productivity within the school will be maintained without the need for additional staff or increased teaching loads. Organisations or individuals who may be interested in participating in this programme are invited to contact Dr Swarbrick.

WESTMINSTER REPORT

No sanctions against Imperial measures

In a written Commons answer, Mr Roy Hattersley, Secretary for Prices and Consumer Protection, said that the Government was conscious of some apprehension about the prospects of legal sanctions against retailers who do not apply metric units after prescribed dates. Accordingly it had been decided not to proceed with orders imposing statutory cut-off dates for the use of imperial units in retail sales.

The Government hopes that the use of metric units will be achieved on a voluntary basis with broadly the same dates as currently envisaged. To assist the voluntary changeover, the Government will provide information for the consumer, including the display of price comparisons for metric and imperial units. A metrication monitoring unit is to be established to deal with any complaints and to act as additional protection for the consumer. Progress towards metrication of prepacked goods will also be made in consultation with industry.

Mr Joseph Godber MP, chairman of the Retail Consortium said that retailers would be dismayed by this turn about by the Government. While they had never wanted metrication, at the request of successive governments they had co-operated with metrication schemes. The cancellation of the Orders on textiles and weighed out foodstuffs would create uncertainty and muddle among both shopkeepers and their customers.

Questions on Price Commission reports

Mr Gwillim Roberts has tabled a question for June 12 to the Secretary for Prices and Consumer Protection asking what study he has made of the Price Commission report on profits of proprietary medicines manufacturers (see p848) and what additional steps he will take to limit those profits. Mr Robin Corbett has tabled a question for the same day asking the Secretary for Prices and Consumer Protection what action has been taken on the recommendations, following the Price Commission investigation into Southalls (Birmingham) sanitary protection and other hygiene products, that the price of tampons should not be increased before December 23, 1978 and with what result.

Pregnancy tests

Backbench Labour MPs are stepping up their campaign to secure an independent public inquiry into hormone pregnancy test drugs. More than 70 MPs, including some from other parties, have signed the Parliamentary motion calling for an inquiry and Mr Jack Ashley is to initiate a 30 minute debate on the issue on Friday, May 26.

However, an attempt to secure wider discussion has been resisted by Mr Michael Foot, Leader of the Commons, because of the pressure on the Parliamentary timetable. In pressing for a wider debate, Mr Hugh Jenkins stressed that some children had been born seriously deformed following the prescribing of pregnancy test drugs.

Mr Foot recalled that the issues involved had been fully discussed in Parliamentary questions and in correspondence between MPs and Mr Ennals and other ministers. "I am sure," he said, that the ministers concerned are not withholding any of the relevant facts on the alleged connection between these tests and congenital abnormalities, nor in regard to the way the matter was handled from 1967 onwards". He explained that Mr Ennals was "doubtful" whether there would be any purpose in having a public inquiry.

EEC seminar

Benn Business Promotions Ltd are organising two 2-day seminars, one in London and one in Harrogate, on "Your Company, marketing and EEC law". The objectives of the seminars are to provide knowledge of EEC law relating to a range of market situations; to explore choices open to businesses which have entered or may be entering prohibited agreements; and to indicate developments in consumer protection, including product liability, labelling and advertising.

The London seminar is June 8 to 9, at the Gloucester Hotel, Harrington Gardens, and the Harrogate seminar, June 13 to 14 at the Old Swan Hotel. Inquiries about the seminars (fee £120, excluding accommodation) should be sent to the conference manager, Benn Business Promotions Ltd, Press House, Edenbridge, Kent.

Deep Down

Cleansing Tonic

it's the same only better.

It's the same medicated cleanser with the same fresh smell.
But now more powerfully branded
—**Deep Down**—teenagers won't forget it.

BOOKS

Which? Way to Slim

The Consumers Association, Caxton Hill, Hertford. 8 x 8¼in. Pp 205. £3.95.

This new booklet is said to help readers choose the most suitable method of losing weight. It is said to be a synthesis of the full range of "today's expert opinion" and also reflects the successes and failures of 1,001 people who have tried to lose weight. Basically the message of the book is that there is no magic way to slim and that in order to lose weight one has to eat less or differently. Its intention is to sort facts from fallacies and it looks at the growing number of products being "piled on the slimming bandwagon".

The section dealing with "Food and aids for slimmers" begins with a look at appetite reducers such as Pastils 808, Slim Disks, Slimway and Trihextin. They conclude that the amount of cellulose present in these products is unlikely to make one less hungry. They also feel, and this is re-iterated throughout the section, that re-educating the stomach is more important than simply losing weight and that these types of product do not help in this regard. Advice on slimming diets given on these packets would probably, if rigidly adhered to, achieve weight loss without using the product. Ayds, whose glucose content is supposed to curb the appetite, "might work", they conclude but, "so might any other toffee".

Substitute meals

The main advantage of substitute meals is seen to be the fact that they tell slimmers exactly how many calories they contain—many people find that it is too difficult to work out the calorie content of a cooked meal. The book warns however that slimmers should not assume that because products state calorie-content on their labels that they are particularly low in calories.

Most biscuit or chocolate bar meal replacements contain as many calories as the standard product, most of the slimmer's nourishment comes from the accompanying glass of milk, and so once again what they are paying for is the convenience of having their calories counted for them. The books main criticism of the Slender or Simbix meal-in-a-glass type of product is that they do not help people learn better ways of eating.

The *Which?* researchers found that low calorie drinks were very popular with slimmers but the "low calorie breads" were not generally found to be helpful.

There is also an explanation of the types of tablets slimmers might obtain from their doctors, such as amphetamines, Duromine, Apisate, Tenuate Dospan, Ponderax and Teronac. Other areas covered include warnings about the dangers of being too fat, calorie tables, guilt, binges and cravings, what to do when eating out, slimmer's cookery and slimming groups.

Now available for the holiday period:

Deep Down Cleansing Tonic

new Travel Pack

Specially for holiday time, Deep Down Cleansing Tonic's available in translucent plastic bottles—just right for the suitcase or the overnight traveller.

And for working girls, don't forget the increasingly popular handbag-sized Deep Down Cleansing Tonic tissues (in packs of 10).

Deep Down Cleansing Tonic FROM DENDRON LIMITED, WATFORD WD1 7JJ.

So now's the time to order even more Deep Down Cleansing Tonic, because of the heavyweight advertising—dozens of whole pages in all the high-readership teenage and younger womens magazines. The "Today Girl" promotion is pack-label-linked, and pulling in a fantastic level of response.

Deep Down Cleansing Tonic
it's the same only better.

Price Commission

continued from p849

times the manufacturing cost was a "particularly emotive" way of expressing the relationship between costs and price and ignored necessary on-costs such as quality control, etc. The national profit on 300ml was equivalent to 19.2 per cent of the trade selling price and was mostly ploughed back into the business for development, with particular emphasis on generation of increased exports. The advertising cost at about 16 per cent of the trade selling price was well below the industry average. Optrex believe. Mr Woodford continued, that other eye lotions on the market are more expensive: "Our dominance is due entirely to the fact that we have a tradition for selling a high quality product at a fair price which consumers quite reasonably choose to buy."

The Commission had questioned the practice of using income from Optrex eye lotion to fund the development of new products, suggesting that "these products are some way off." But the company is now launching three new products—Optrex eye drops, new Optone crystal clear eye drops and a range of soft contact lens products. A new eye care preparation will be launched early next year. Optrex had not been asked to reduce its prices, Mr Woodford continued, because the eye lotion had over 33 per cent of its sales in export markets where competition on prices and quality was fierce. "We may appeal against the price increase restraints that are recommended, although at the present time we do not foresee the need to adjust the price for Optrex eye lotion for the remainder of this year."

COMPANY NEWS

1977 was Unichem's best-ever year

Sales of Unichem Ltd in 1977 amounted to £72.2m compared with £53.2m last year, an increase of 35 per cent, and pre-tax profit rose 58.8 per cent from £2m to £3.2m. Writing in the annual report, the chairman Mr M. G. Frith, MPS, says that 1977 had been a year of both experimentation and consolidation for the company and its shareholding membership, which had grown to well over 3,250 by the end of the year.

The company had successfully moved into the area of national consumer promotions, a move that had received whole-hearted support from members. Increased consumer activity at the point of sale had played a substantial part in the increased financial return the company had been able to offer members in 1977. "Continued advertising to make the public aware of the private chemist is extraordinarily difficult," says Mr Frith, "but the board has gone to great lengths to ensure that our advertising is not professionally disasteful".

A special meeting had been arranged to follow the annual meeting on May 25, after *C&D* went to press, to change two of the rules. The proposed changes are that the number of general (non-executive) directors be increased from seven to eight, and that the maximum shareholding which any member (person or body corporate) may hold be increased from £1,000 to £5,000.

Boot's UK sales up over 4 pc in volume

Boots Co Ltd report that UK retail sales, excluding VAT, in the year to March 31 increased by 18.2 per cent, of which about a quarter represented volume growth. World-wide sales, retail and industrial combined, were £883.8m compared with £735m last year. The increase, 20.2 per cent, was in line with that for the previous twelve months, but net margins at home and overseas were generally somewhat reduced due to the slow growth in world trade and the competitive pressures arising from it.

The pre-tax profit rose 17.4 per cent from £91.1m to £107m. The directors expect some revival in consumer spending in 1978-79 and are budgeting for a larger real volume increase in sales than was achieved in 1977-78. They anticipate, however, that pressure on prices and margins will continue.

Foundation stone of Cox's factory laid

The foundation stone of the new factory being built at Whiddon Valley, Barnstaple, for Arthur H. Cox & Co Ltd has been laid by Mr Anthony Cox, whose grandfather founded the company in Brighton in 1839.

The first phase of the new building operation will cover an area of 5.7 acres and the factory will have a floor area of 69,000 sq ft. The front of the building will comprise an administrative area on the first floor and a laboratory, canteen, cloakroom and engineering workshop on the ground floor. The remainder of the factory will be divided into production areas and storage areas including raw materials, intermediate and finished product stock stores.

The production and storage areas will be built without windows and will be ventilated by filtered air in-takes and extracts. The administrative and laboratory building will be of stone block face construction on two floors with windows. Services will include steam generated at 100 psi by four gas-fired boilers.

Briefly

Greenwood (Chemists) Ltd, Greenside, Cleckheaton, opened up a new pharmacy next to their old shop on May 15.

Mr R. P. S. Heer is opening up a new pharmacy at 16 Chalvey Road West, Slough, on or about June 1.

Wallace Manufacturing Chemists Ltd, manufacturers and exporters with strong connections in the middle east, have recently secured an export contract for pharmaceutical specialities in excess of £250,000.

Fairbank Kirby, wholesale chemists, are to sell their premises in Ropery Street, Grimsby, to Birds Eye. A proposal to build a new 16,000 sq ft warehouse in Cleethorpe Road has been agreed by Grimsby Development Committee.

The telephone number of **Watt Yardley Chemicals Ltd** at their new premises in Langborough Road, Wokingham, Berkshire RG11 2BH, is Wokingham (0734) 785909, and the telex number is 848674 Watcem G. The accounts office is still at 19 Temple Street, Birmingham B2 5BG.

APPOINTMENTS

Boots Co Ltd: Mr M. J. Verey and Mr A. D. Spencer have been appointed vice-chairmen.

Firmenich & Co: Mr Peter R. Stevens has been appointed as an account executive in the UK perfumery sales division.

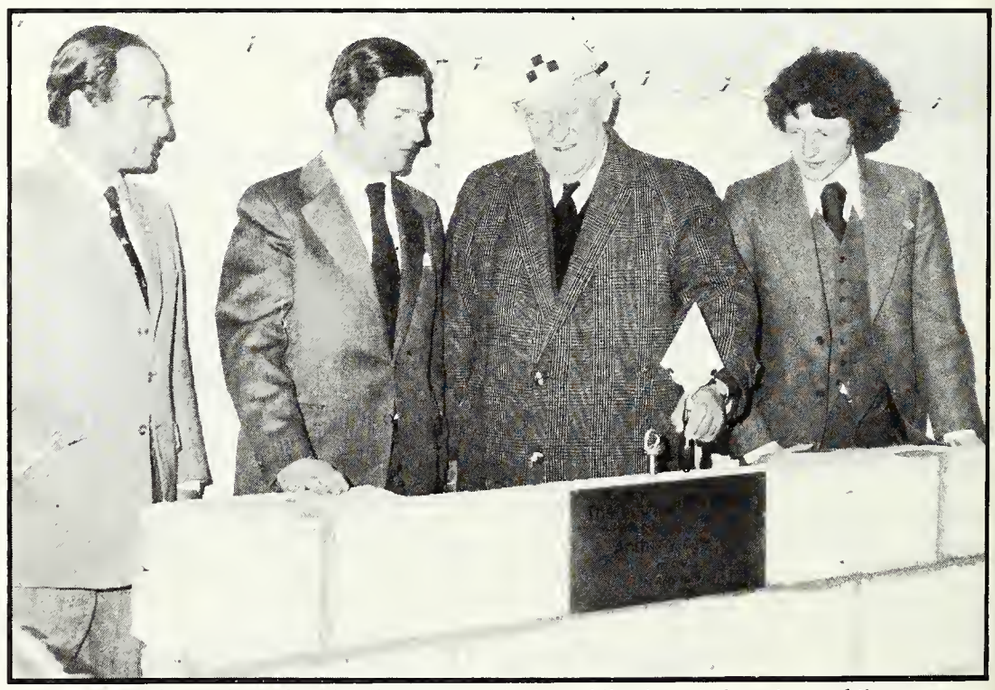
Sperry Remington Consumer Products: Mr David Brown has been appointed financial controller.

Bowater-Scott Corporation Ltd: Mr William Vaughan-Lewis has taken over responsibility for the marketing plans for several brands including Scotties.

Regent Laboratories Ltd: Mr J. A. Laws has been appointed operations director and Mr R. W. Richards, BPharm, FPS, is now technical director. Mr Laws joined the company in 1974 as home sales manager. Mr Richards, who joined them recently, previously held senior positions with Riker Laboratories and Coulter Electronics.

Vestric Ltd: Mr W. Wren, manager at the Bexhill-on-Sea branch, has been appointed manager of the Croydon branch in succession to Mr P. A. Collison. Mr D. J. Flack, assistant branch manager at Reading, has been appointed manager at Bexhill-on-Sea. Mr. A. Elliot, assistant manager of the Brislington, Bristol, branch has moved to Reading as assistant branch manager.

Hoechst Pharmaceuticals: Mr Barry J. Allen has been appointed training and administration manager; he has been with the company since 1973. Mr Cid Burt has been appointed northern regional manager, and Mr Fraser Campbell is now southern regional manager. Mr John Thomson has been promoted to sales training manager, and the following area managers have been appointed: Mr Ben Bealing for north-west England, Mr Roger Calvert for southern England, and Mr Keith Griffiths for north-east England.



Three generations of the Cox family attended laying of the foundation stone of the new factory at Whiddon Valley, Barnstaple. Left to right: Mr Dudley Squires, chief executive, North Devon District Council; Mr Nicholas Cox, chairman, Arthur H. Cox & Co Ltd; Mr Anthony Cox, past chairman; Mr David Cox

INSTANT CASH

We are an experienced and successful company with a really live management team, supplying chemists and stores at home and overseas, and we wish to extend our product range.

We are open to discuss on any basis, with a product or company with growth prospects, currently showing a net profit before tax of £30,000 or over.

We invite discussions with principals only who think they may like to join us in some association, or sell-out, or even licence a product.

Perhaps you would like to know a little more about us.

Please write to David Williams,
Managing Director,
Simple Soap Ltd.,
Station Road, Hampton, Middlesex.

for nappy rash

Our new Thovaline retail unit will replace the present 40g size, providing a more attractive and convenient unit to the customer. The new Thovaline 50g unit is presented in convenient packs of one dozen.
Make sure you specify the new 50g size when ordering from your Wholesaler.

Ilon Laboratories (Hamilton) Ltd.
Lorne Street, Hamilton, Scotland.

Continental Type of Dispensary Units on show in the U.K.!

1 sq. foot of floor space gives
13-3 square feet of storage space

Stand 263

SHOPEX INTERNATIONAL

National Exhibition Centre
Birmingham, 11th to 15th June 1978

Huwil-Werke G.m.b.H., D-5207 Ruppichteroth, near Cologne, West Germany
Telephone: 02295-71 (10 lines) Telex: 884 997 huru d

Government proposals for democracy in industry

Greater employee involvement in making and carrying out company policy is proposed in a White Paper, "Industrial Democracy", published on Tuesday. It emphasises the voluntary approach to increased participation. The Government hopes, and expects, that most developments in participation will take place by agreement and co-operation.

However, employees must be able to claim certain basic statutory rights, and the White Paper proposes two legal fallback arrangements. First, in companies employing more than 500, employers should be under a legal obligation to discuss all major proposals affecting the workforce with employees' representatives before decisions are made, and the company's unions would set up an inter-union committee, the "Joint representation committee" for this purpose. Discussions would include such matters as investment, mergers, takeover, expansion or contraction of establishments and major organisational changes. Guidance on the subjects to be covered could be given in a code of practice drawn up by a new Industrial Democracy Commission (if one is set up) or the Advisory, Conciliation and Arbitration Service.

Secondly, in companies employing more than 2,000, employees should have a legal right to representation on the board. Employee directors could be appointed to the existing unitary board, but where this cannot be achieved voluntarily, employees should have a right to appoint one-third of the directors either to the top board of a new two-tier board structure or to the existing unitary board where this was also acceptable to the company. This right would come into operation three to four years after the establishment of a joint representation committee.

Employee directors: The Government expects that in many cases arrangements for appointing employee directors will be agreed voluntarily, but the White Paper emphasises that the Government believe that, where they wish it, employees should have a statutory right to representation on the board of their company. This right would be to representation on the top board (the "policy board") in a new system of two-tier boards. However, employees could appoint directors to an existing unitary board where this was also acceptable to the company. To encourage voluntary progress and because it believes the two-tier system offers certain advantages related to industrial democracy, the Government will introduce this system as an option available to any company.

The policy board would be responsible for company policy and major decisions, and the day-to-day running of the company would be the job of a separate management board. Workers' involvement in day-to-day decisions would come through participation arrangements below board level.

Where agreement cannot be reached on board representation, the JRC in companies employing over 2,000 would have the right to require a company to organise a ballot of the workforce to decide whether they wanted representation on the board. If the ballot was in favour, the company would be required to admit employees to up to one third of the seats on the policy board or on a unitary board when this was mutually agreed.

It is proposed that there should be a period of three to four years from the establishment of a JRC before this statutory right comes into operation, to allow for the necessary improvement of participative machinery at all levels. The JRC should in the first instance decide on the method for selecting the employee board members. However, there could be a right of appeal by any minority trade union who felt that their interests were not being fairly represented. A similar right might also be given to any substantial group of workers.

Groups and multinationals: Because of the complex and varying structures of group organisation, further consideration and consultation would be needed on the best way of achieving employee involvement in groups of companies, both through consultations on strategy and board level representation. Similar considerations apply to UK companies forming part of a multinational group. While the legislation will not apply to companies outside UK jurisdiction, the Government hopes that overseas companies with subsidiaries in this country "will seek to operate within the spirit of its proposals."

Training: There will be a need for new training schemes to be set up so that employees can take their proper part in the decision-making and running of companies, the White Paper points out. Some of this work can be carried out within companies but there will also be a need for external courses. The Government accepts that some public money will be needed.

Institutions: The Bullock Committee recommended that a new body, the Industrial Democracy Commission, be established to monitor progress and to offer advice and conciliation. Although some of these functions will overlap with those of ACAS, the Government is persuaded that they go wider than is appropriate for ACAS. However, before reaching a final decision it will consult further with the bodies principally involved. In the meantime it will consult with ACAS about the Service expanding its existing role in the field of employee participation.

Industrial Democracy. Cmnd 7231. HM Stationery Office £0.50.

MARKET NEWS

New crops awaited

London, May 24: Forward rates for a substantial number of botanicals are currently unobtainable as the market awaits the outcome of new crops. Meanwhile spot offers tend to ease as a precautionary measure. Among those items which were marked down during the week were aloes, balsams copaiba and Peru, cascara, cherry bark, henbane, hydrastis, ipecacuanha, lobelin, tonquin beans and witchhazel leaves.

Shortages of benzoin almonds continues with the result that benzoin is again up by £1 cwt on the week. Also dearer were: Canadian balsams, dandelion, gentian root, lemon peel, liquorice root and fenugreek seed; the latter seed advanced to £220 ton from £185 because of a shortage in Morocco. There was little new to report among spices. Cochin ginger was available at the previous week's level because of the activities of second-hand sellers. Origin prices are, however, higher and likely to so continue as long as other sources are unable to quote.

In essential oils sandalwood remained firm with spot quotations up by a further £10 kg. Brazil peppermint was easier on the spot.

Pharmaceutical chemicals

Acetic acid: 4-ton lots, per metric ton delivered—glacial BPC £274, 99.5 per cent £261.50; 80 per cent grade, pure £240.50; technical £224.50.
Ascorbic acid: (Per kg) £7.56; 5 kg £5.56 25-kg £5.56 sodium ascorbate, as for the acid, coated, £7.14, £6.14, £5.64 respectively. Calcium ascorbate £7.77, £6.52, £5.77 respectively for same quantities.
Benzoic acid: BP in 500-kg lots, £0.7426 kg.
Biotin: Crystals £7.01g; £5.01g in 100-g lots.
Borax: EP grades, 2-4 ton lots per metric ton in paper bags, delivered—granular £222; powder £242; extra fine powder £253.
Boric acid: EP grades per metric ton in 2-4 ton lots for British material—granular £298; crystals £398; powder £322.
Calcium carbonate: BP light £145 metric ton.
Calcium chloride: BP anhydrous 96/98% £0.93 kg in 50-kg lots of powder; granular £0.95; hexahydrate crystals BP 1968 £0.68.
Calcium gluconate: £1,562 per metric ton.
Calcium lactate: 100-kg lots £1.45 kg.
Calcium pantothenate: £7.70 kg in 25-kg lots.
Carotene: Suspension 10% £32.63 kg; 5-kg £30.63 kg.
Chloral hydrate: 50-kg lots £1.43 kg.
Chloroform: BP £443 to £470 per metric ton according to drum size; in 2-litre bottle £2.48 each; 500-ml bottle £1.00 each.
Choline: (500-kg lots) bitartrate £2.41 kg; dihydrogen citrate £2.40.
Cinchocaine: Base (5-kg lots) £77.69 kg; hydrochloride £77.45.
Citric acid: BP per metric ton single deliveries, granular hydrous £739; anhydrous £794; five-ton contracts £735 and £790 respectively, Crystalline £171.17 and £170.17 respectively.
Cyanocobalamin: (Per g) £4.36 in 10g lots £2.36 (100g).
Cyclobarbitone: Calcium £18.61 kg in 25—kg lots.
Dexpanthenol: (Per kg) £12.02; 5-kg £10.77.
Dextromethorphan: £160.73 kg, £158.73 kg in 5-kg.
Dihydrocodeine bitartrate: £535 kg in 20-kg lots: Subject to Misuse of Drugs Regulations.
Ephedrine: (Per kg in 50-kg lots) hydrochloride £16.40; to £18 as to makes; sulphate £18.
Ether: Anaesthetic: BP 2-litre bottle £2.88 each; 1-ton lots in drums from £1.39 in 18-kg drums to £1.25 kg in 130-kg. Solvent, BP from £940 metric ton in 16-kg drums to £853 in 130-kg.
Folic acid: (kg) £42.37 5-kg £41.12; 25-kg £40.37.
Formic acid: per metric ton delivered in 4-ton lots, 98 per cent £295.50; 85 per cent £247.50.
Glucose: (Per metric ton in 10-ton lots)—monohydrate £205; anhydrous £445; liquid 43° Baumé £215 (5-drum lots); naked 14-tons £175 ton.
Glycerin: In 250-kg returnable drums £610 metric ton in 5-ton lots.
Homatropine: Hydrobromide £90.20 kg; methylbromide £102—both in ¼-kg lots.
Hydrogen peroxide: 35 per cent £223 metric ton.
Hydroquinone: 50-kg lots £2.67 kg.
Hyoscine: Hydrobromide £482.10 kg.
Hyoscyamine: Sulphate, 100-kg lots £160.60 kg.

Hypophosphites: £ per kg.

	12½-kg	50-kg
Calcium	4.20	3.94
Iron	7.19	6.92
Magnesium	6.63	6.02
Manganese	8.34	7.69
Potassium	5.76	5.46
Sodium	4.75	4.22

Hypophosphorous acid: (Per metric ton in 50-kg lots). Pure 50 per cent £374.20; BPC (30 per cent) £293.60.
Kaolin: BP natural £122.50 per 1,000 kg; light £128.70 ex-works in minimum 10-ton lots.
Lactic acid: BP 88/90% £1.70 kg in 70-kg drum.
Lignocaine: (25-kg) base £11.07 kg; hydrochloride £11.17.
Lobeline: Hydrochloride and sulphate £1.30 per g.
Nicotinamide: (Per kg) £6.29; £5.04 in 5-kg lots; £4.29 (50-kg).
Nicotinic acid: £6.23 kg; £4.23 kg in 50-kg lots.
Noscapine: Alkaloid; £31.85 kg for 25-kg lots; £30 kg for 100-kg. Hydrochloride £35.65 and £33 kg for similar quantities.
Opiates: (£ per kg) in 1-kg lots; subject to Misuse of Drugs Regulations—Codeine alkaloid £638 to £653 as to maker; hydrochloride £488-£562; phosphate £490-£499; sulphate £562. Diamorphine alkaloid £764; hydrochloride £696. Ethylmorphine hydrochloride £623-£639. Morphine alkaloid £709.50-£722, hydrochloride and sulphate £579-£589.
Phosphoric acid: BP sg 1,750 £0.4313 kg in 30 drum lots minimum.
Potassium acetate: BPC £0.95 kg (50-kg lots).
Potassium ammonium tartrate: £1.47 kg in 50-kg lots.
Potassium bitartrate: £730 per metric ton.
Potassium citrate: Granular £794 per metric ton. powder £894.
Potassium diphosphate: BPC 1949 in 50-kg lots, granular £1.9017 kg; powder £1.6744.
Potassium hydroxide: Pellets BP 1963 in 50-kg lots £1.379 kg; sticks not offered; technical flakes £0.4577.
Potassium nitrate: BP £0.92 kg for 50-kg drums.
Potassium phosphate: monobasic BPC 1949, £1.19 kg in 50-kg lots.
Potassium sodium tartrate: £797 per metric ton.
Pyridoxine: £27.05 kg, £25.80 ((in 5-kg); £25.05 (20-kg).
Quinalbarbitone: Base and sodium in 25-kg lots £19.40 kg.
Riboflavine: (Per kg) £32.63; 5-kg lots £31.38; 25-kg £30.63, diphosphate sodium £78.58, 5-kg £76.58.
Salicylic acid: 5-ton lot £1.14 kg; 1 ton £1.16.
Stilboestrol: BP in 25-kg lots, £115.50 kg.
Strychnine: Alkaloid £74.30 per kg; sulphate and hydrochloride £60.40 kg, 5-10 kg lots.
Succinylsulphathiazole: 50-kg lots £5.32 kg.
Sulphacetamide sodium: BP £7.25 kg for 50-kg.
Sulphadimidine: 50-kg lots £5.20 kg.
Sulphamethizole: £8.26 kg in 1,000-kg lots.
Sulphaquinoxaline: BVetC £11.20 kg; sodium salt £12.71 kg both in 50-kg lots.
Tartaric acid: £770 per metric ton.
Theophylline: Anhydrous and hydrous £5.03 kg in 100-kg lots delivered; ethylenediamine £5.18 kg in 100-kg.
Thiamine hydrochloride: Per kg £19.05; 5-kg £17.80; 25-kg £17.05; **mononitrate** as for hydrochloride.
Topcopherol: DL alpha £18.70 kg; 5-kg £16.70 kg.
Topcopheryl acetate: Oil £16.20 kg; £14.95 kg in 5-kg lots; £14.20 (20-kg). Powder 25% £15.78; £14.53; £13.78 respectively.
Vitamin A: (Per kg) acetate powder 500.000 iu/g, £17.59; £15.59 in 5-kg lots. Palmitate, oil 1 miu £17.59, £15.59, water-miscible type 100 £6.18 litre; £4.18 litre in 6 litres.
Vitamin D2: Type 850, £52.12 kg.
Vitamin E: See tocopheryl acetate.

Crude drugs

Agar: £5-£5.25 kg spot for Spanish-Portuguese.
Aloes: Cape £1,050 ton spot; £980, cif. Curacao £2,400 afloat.
Balsams: (kg) **Canada** firmer at £11.10 spot; £11, cif. **Copaiba:** £2.10 spot; no cif. **Peru:** £6.28 spot; £6.08, cif. **Tolu:** £4.85 spot.
Belladonna: (metric ton) Leaves £2 kg spot, no cif. Herb £1.65 afloat; root no offers.
Benzoin: Block £146 cwt spot, nominal.
Buchu: Rounds £1.55 kg spot, no cif.
Cascara: £1,180 metric ton spot; no cif.
Cherry bark: spot £1,220 metric ton; nominal; no cif.
Chillies: New Guinea birdseye £2,200 metric ton spot.
Dandelion: Spot £1,430 metric ton spot; £1,390 cif, nominal.
Gentian: Root £1,350 metric ton spot; £1,330, cif.
Ginger: Cochin new crop £1,070 metric ton, cif; old-crop £1,080 spot. Other sources not offering.
Henbane: Niger, £1,620 metric ton spot; £1,590 cif.
Hydrastis spot £10.80 kg; forward £10.80, cif.
Ipecacuanha: (kg) Costa Rica £9.60 spot; £9.50, cif.
Jalap: Mexican basis 15% £1.45 kg spot; shipment £1.38. Brazilian £1.22, cif.
Kola nuts: £450 metric ton, cif, nominal.
Lanolin: BP in 1-metric-ton lots £0.92 per kg.
Lemon peel: Unextracted £1,090 metric ton spot; shipment £1,060, cif.
Liquorice root: Russian £360 metric ton spot, £340, cif, for new crop. Block juice £147 per 100 kg spot; spray dried £1.50-£1.60 kg.
Lobelia: American £1,290 metric ton spot; European £1,200 spot.
Pepper: (ton, cif) Sarawak black £1,080 spot; £1,180, cif: white £1,770 spot; £1,655, cif.
Pimento: Jamaican £1,150 metric ton spot; £1,085 cif.
Seeds: (metric ton). **Anise:** China star £975 spot; £760, cif. **Caraway:** £730-£760 as to source. **Celery:** Indian new crop £470. **Coriander:** Moroccan £300 **Cumin:** Egyptian £880; Turkish £880; Iranian £770. **Dill:** Moroccan £210; Indian £525. **Fennel:** Chinese £220. **Fenugreek:** Moroccan £220. **Maw:** £470. **Mustard:** English £250-£350 spot.
Tonquin beans: £2.35 kg spot; £2.25, cif.
Witchhazel leaves: Spot £3.20 kg; no cif.

Essential oils

Bois de rose: Spot £6.50 pg; shipment £6, cif.
Cassia: Shipment £34 kg, cif., English distilled from bark £160.
Cinnamon: Ceylon leaf £3 kg spot; £2.65 cif.
Citronella: Ceylon £1.40 kg spot; £1.33, cif; Chinese £2.12 spot and cif.
Clove: Madagascar leaf, £2.17 kg spot and cif; English-distilled £40.
Coriander: Russian about £20 kg.
Eucalyptus: Chinese £2.20 kg spot; £2.10, cif.
Fennel: Spanish sweet £9 kg spot.
Lemongrass: Cochin £5.50 kg spot; £5.20, cif.
Patchouli: Indonesian £11.50 kg spot; £10.70, cif.
Peppermint: (kg) Arvensis—Brazilian £5.75 spot; £5.80, cif. Chinese £4.75 spot and cif. Piperata American Far West about £19 cif.
Rosemary: £5.60 kg spot.
Sandalwood: Mysore £95 kg spot; no shipment.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Advance Information

Association of Information Officers in the Pharmaceutical Industry: Annual conference, Fitzwilliam College, Cambridge, June 4-6. Fees £40 (non-members £45). Details from Mr P. R. Steele, Glaxo Holdings Ltd, Birkbeck Street, London E2 6LA (telephone 01-729 1578).
Quality control in the pharmaceutical and cosmetic industries: Seminar, September 28-29, Switzerland. Details from 3rd EOQC Pharma Cosmetics Seminar, PO Box 182, CH-4013 Basle, Switzerland.

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Sorex (London) Ltd., Fulton House, Empire Way, Wembley, Middlesex HA9 0LX. Tel. 01-992 8686.

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Sale Optical Company, Normanhurst, 195 Brooklands Road, Sale, Cheshire.

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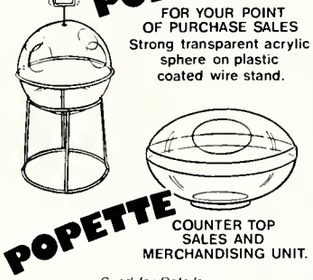

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